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manufacturers record

THE NEWSMAGAZINE OF THE INDUSTRIAL SOUTH AND SOUTHWEST

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*Big Summer Business—Boom In Sports Equipment, Diversification
Brings New Year-Round Stability To Southern Economy(p. 16).*

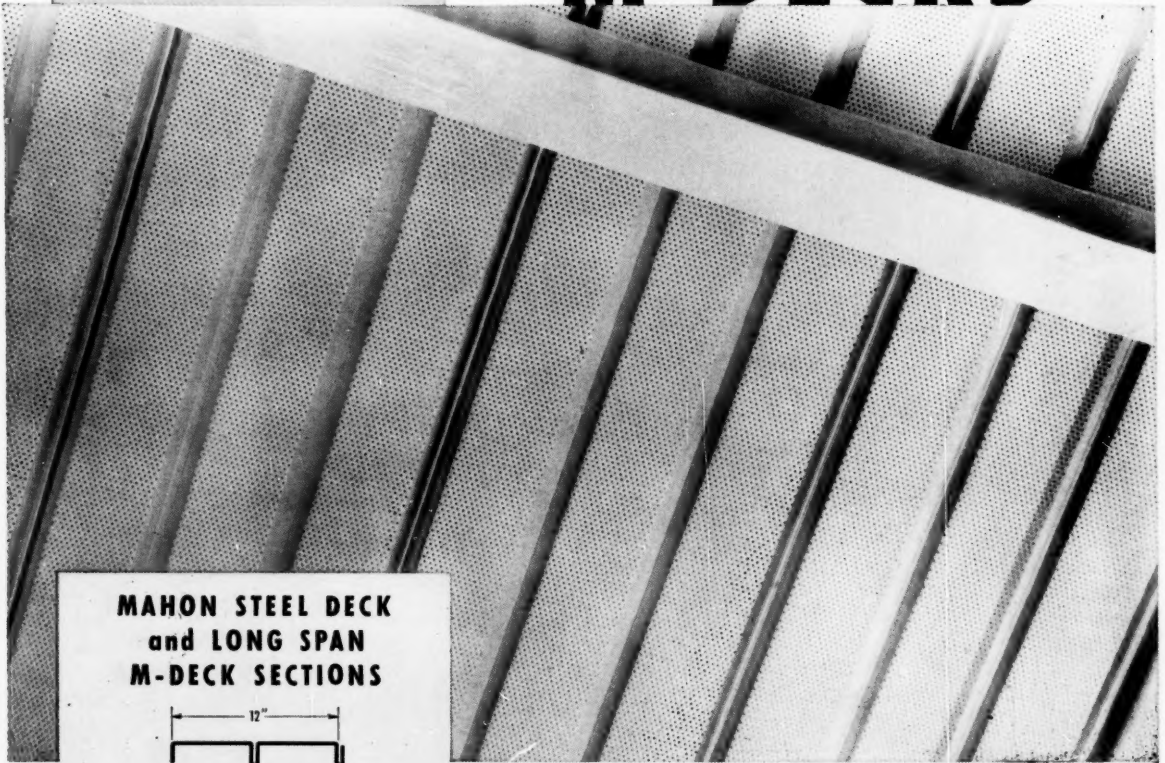
A CONWAY PUBLICATION EST. 1882

STEEL DECK

and LONG SPAN

M-DECKS

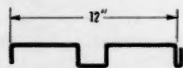
Mahon Long Span M-Deck, shown below, also provides the Acoustical Ceiling in the new Body Engineering Building, Ford Research and Engineering Center. Voorhees, Walker, Foley & Smith, Architects. Bryant & Detwiler Company, General Contractors.



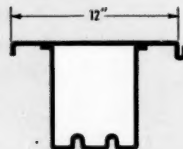
MAHON STEEL DECK and LONG SPAN M-DECK SECTIONS



STANDARD DOUBLE RIB



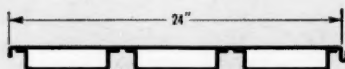
WIDE-FLANGE DOUBLE RIB



LONG SPAN M-DECK
SECTION M1



LONG SPAN M-DECK
SECTION M2



LONG SPAN M-DECK
SECTION M3

Steel Deck is the most practical and most logical material for modern roof construction . . . it is most logical because it is lighter in weight, and because it costs less than any other type of permanent roof building material. And now that Long Span M-Decks are available in a number of structural sections that meet virtually any requirement in roof construction, as well as combined roof/ceiling construction, *STEEL*, employed as the structural unit and interior finish material as well, will roof even a broader range of building types. The illustration above shows a typical combination Long Span M-Deck Roof and Acoustical Ceiling —bottom metal of the Cel-Beams is perforated and sound absorbing material inserted to provide excellent acoustical properties. This same result can be obtained with a beamed ceiling effect, as shown, or with the Cel-Beam Section inverted, which produces a flat metal ceiling surface. Mahon Long Span M-Decks can be furnished in Cel-Beam Sections, Open Beam Sections, or Troffer Sections to span up to 32 feet. See Sweet's Files for information or write for Catalogs D-56 and M-56.

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Sales-Engineering Offices in Detroit, New York and Chicago • Representatives in Principal Cities

Manufacturers of Steel Roof Deck and Long Span M-Decks; M-Floors (Electrified Cel-Beam Floor Systems); Permanent Concrete Floor Forms; Insulated Metal Walls and Wall Panels; Rolling Steel Doors, Grilles and Underwriters' Labeled Automatic Rolling Steel Fire Doors and Fire Shutters.

MAHON

NEWSMAGAZINE OF SOUTHERN
SCIENCE AND INDUSTRY—EST. 1882

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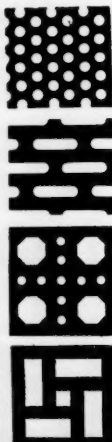
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Eddington, Pennsylvania
Norfolk, Virginia



Need Holes in Metal Sheets?

Several considerations must usually be observed. The design should be attractive in appearance and the percentage of open area should be adequate while, at the same time, affording suitable concealment of what lies behind or underneath. Naturally, also, the right metal should be used in the right thickness.

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(Wilkes-Barre Area)

LETTERS

Blue Book—Directory Issue Brings Barrage of Comments

SIRS: I want to congratulate you on the 1956 Blue Book Directory edition of the Manufacturers Record. This is a splendid publication.

In listing your various industries, I note that you classify them with capital initials in parenthesis and I have been unable to locate the code in order to identify the meaning of the initials.

ARTHUR M. FIELD, Chief Engineer
Charleston Development Board
Charleston, S. C.

SIRS: The symbols or letters, such as C-D-E, shown after the firm names under the captions "Leading Industries" of the various states, is presumed to indicate a code for determining the number of employees... but, we do not seem to locate on any page an interpretation of these code letters. Please advise.

THE MINUTE COMPANY
Crystal Lake, Ill.

SIRS: We would appreciate an explanation of the symbol (C), (D), and so forth appearing with the names of the Companies under the head "Leading Industry for the Various Southern States." We do not find a key to these symbols anywhere in the magazine.

S. J. BORCHERS, Adv. Mgr.
Barrett-Cravens Company
Northbrook, Ill.

SIRS: I want to compliment you for your *Manufacturers Record Blue Book*. As we represent many media in the South, we find this book very helpful and useful throughout the year.

However, I have one question to ask regarding the lists that follow the listings of industries in each city within a state (CDEX). Perhaps I was not thorough enough in looking for the key to these lists, but I would appreciate knowing their meaning.

JACK B. SULLIVAN
The Branham Company
Chicago, Ill.

SIRS: On page 143 of your 1956 *Blue Book-Directory* you invited suggestions as to information missing. It's somewhat baffling to try to guess what the symbols "C," "D," etc. are supposed to indicate. Capital, credit rating, number of employees? In 1957 edition, at beginning of each state, leading industries, why not give some kind of reference?

J. H. RHOADS
U. S. Department of Commerce
Washington, D. C.

SIRS: Attached please find the clipping from your magazine, and please note that the last box has been X'd. The information that I have found missing is the meaning of the terms "X B C D and E" that follow each of the firms listed in your record. I presume they denote the size of the firm, however, I have been unable to locate what sizes these letters indicate. I would like to have this information so I will know how to use your book.

WARREN P. LANDON
Aluminum Co. of America
Memphis 3, Tenn.

► Obviously the code which indicated approximate number of employees was not conspicuous enough. The key appeared on page 85.

SIRS: I am in receipt of a copy of the "1956 Blue Book Edition of Manufacturers Record" for which please accept my thanks. It will make a welcome and useful addition to our library.

If at all possible, I should appreciate it very much if you could make available to the Commission two reprints of the Maryland section.

I. ALVIN PASAREW, Director
Maryland State Planning Commission
Baltimore, Md.

SIRS: We have today received your 1956 Blue Book Directory edition combined with the Southern Industrial Directory for 1956.

We believe this will be of great help in compiling our mailing list and thank you for your personal attention to this matter. We note that when the two books were combined on short notice, you were unable to include the state of Missouri. When you do get together this information, would you be so kind as to forward us a copy of same? We would be glad to reimburse for any charges entailed in this service.

J. A. CLEMENT, Treasurer
The American Institute of Publicity, Inc.
Philadelphia, Pa.

SIRS: We are very much disappointed to find that the 1956 Blue Book Directory Edition does not contain a single reference to West Virginia in its Classified Products Index despite the fact that this State leads the entire nation in bituminous coal mining and ranks high in chemical production.

Was this caused by an oversight on the part of your editorial staff or were we negligent in something we were supposed to have done?

ANDREW V. RUCKMAN, Exec. Dir.
W. Va. Ind. & Publicity Commission
Charleston, W. Va.

SIRS: We have just received a copy of the *Blue Book*. We are astonished to find that the District of Columbia is omitted from the Directory. Our organization has been in existence for over two years and we have willingly supplied information and data to directory publishers. I am sure that this oversight could be corrected in your next edition and I shall be pleased to cooperate in providing data and information.

I realize that the District of Columbia is not a state, but on the other hand, it is not included in any state and it is certainly included in the region covered by your Directory. Thanking you for your kind attention.

J. P. PICKARD, Ph.D., Res. Director
Washington Board of Trade
Economic Development Committee
Washington 6, D. C.

► We should have inserted a note to the effect that West Virginia firms were not included in the Classified Index of this edition. It is intended, however, to include West Virginia in the 1957 edition.

We will give further thought to including a list of leading industries in Missouri and the District of Columbia next year.

LETTERS

SIRS: Your fine 1956 Directory Edition came to my attention today. I was grieved to note that the listing of leading industries of Cordele is not up to date. This is possibly due to the fact that your informant, the Georgia Department of Commerce, has not kept their files up to date.

We sincerely appreciate the magnitude of compiling the information that you contain in this issue. I also know that you wish it to be complete, to that end, may I suggest contacting the Georgia State Chamber of Commerce or local chambers to confirm the listings given you by the Department of Commerce. Congratulations on a job well done!

RALPH B. MOORE, Gen. Mgr.
Crisp County Chamber of Commerce
Cordele, Ga.

SIRS: We have just received the 1956 *Blue Book and Industrial Directory* and want to compliment you on the new format and the new appearance of the book. We also like the inclusion of the principal industries of the United States.

In this regard we wonder if we might tell you that there are several other manufacturing industries in Ponca City which might be eligible for inclusion in your next year's directory. You now list Continental Oil, Cities Service Oil and Mid American Manufacturing. We are giving you below a list of others which you might want to include in 1957. . . .

H. L. SCHALL, Sec.-Mgr.
Ponca City Chamber of Commerce
Ponca City, Okla.

SIRS: May I congratulate you on your combination *Blue Book-Directory* edition for this year. It is a very splendid publication and is handy to use.

In looking over the list of manufacturers in Arkansas under Magnolia we note that you list two that are no longer operating here. The Magnolia Cotton Mill, which was a subsidiary of N & W Industries, Inc., has ceased operation as such and sold the buildings and land to the Columbia County Industrial Development Corporation which last September leased the buildings to Firestone Tire & Rubber Company for their Flotation Gear Division. Firestone is now operating here employing approximately 150 people with a proposed employment of 600 within four years. Other national concerns operating here are: Republic Steel Corporation . . . Southwest Unit Structures . . . Southern Extrusions.

JOHN CONNER, Mgr.
Magnolia Chamber of Commerce
Magnolia, Ark.

SIRS: In your 1956 *Blue Book* you omitted Pensacola, Florida. Several of its important industries, including The Chemstrand Corporation were listed under Panama City, more than 100 miles east of here. You also used the code "D" indicating 250 to 1000 employees for Chemstrand, though they are actually employing close to 4000 people.

MRS. V. N. PCHELKIN, Librarian
The Chemstrand Corp.
Pensacola, Fla.

► Unfortunately, one line of type with the word "Pensacola" was omitted on page 40, making all of the Pensacola listings appear to be in Panama City. We are glad to have corrections and additions so that files can be straightened out before the 1957 number is compiled.

FIRST... CHECK FIRST



Where's the bank that moves mountains?

As close to you as a handshake,
a phone call or a letter—the bank that's
willing and able to help industry expand
or relocate in the booming South.
Is your business expansion blocked by
your own personal mountain?
First check the folks who know the South...

THE *First* NATIONAL BANK OF ATLANTA



The bank
that knows its neighbors

MAIL TODAY

The First National Bank
Atlanta 2, Georgia

Dept. K-46

As one mountain mover to another... how about
helping me out on the following problem:

City _____ Zone _____ State _____



Opportunity no longer knocks



...IT TELEPHONES!

Telephones ring wedding bells and cash registers. They get people acquainted. Make business run smoother.

In social life or business, the calls you make are only part of the value of the telephone. Often the calls you receive are even more important.

A date for Judy for Saturday night. An invitation to a luncheon for Mother. A neighbor inviting Jimmy over for a birthday party. A call for Dad, with good news about a job or a business order.

So in looking at your telephone bill, be sure to count the calls you

get as well as those you make. Often it means the bill covers about twice as much service as you usually figure.

Day and night, every day in the year, few things give you so much for so little as the telephone. It takes you to people and it brings people to you.

BELL TELEPHONE SYSTEM



NEW TV SHOW... "TELEPHONE TIME"... with John Nesbitt's real life stories the whole family can enjoy. EVERY SUNDAY OVER CBS. See local newspapers for time and channel

A Strange and Surprising Situation

We have a strange situation in the South today. In many of our states, the possibility of desegregation of the races threatens the very existence of our public school systems. Legislation already enacted in some states would make it necessary to close all public schools immediately if integration should be forced.

Whether the people of the South generally approve such measures or not, few will deny that the segregation issue poses a major problem for our educational institutions. We have already seen some of our finest institutions of higher learning subjected to embarrassment and humiliation.

With this in view, it would be assumed that any educational organization responsible for solving regional problems would have this matter high on its study program. If ever there was a matter which needed systematic, professional study, this is it.

But, amazingly enough, the agency responsible for this type of work has apparently chosen to avoid the segregation issue altogether!

We refer to the Southern Regional Education Board. The SREB, as its name indicates, is a regional organization set up for the specific purpose of studying Southern educational problems. It is financed by the 15 Southern states.

SREB was established in 1948 to administer a program of exchanging students between the various Southern states. The threat of desegregation was a major factor in setting up the organization.

The SREB plan made it possible, for example, for a state which had no medical college for negroes to send students to another Southern state which had such facilities. This was a device whereby Southern states might offer "separate but equal" facilities and avoid the wrath of the Supreme Court.

But obviously this system has not solved the segregation problem. And apparently the SREB has given up. Among current study programs listed by SREB, the segregation issue is not even mentioned.

We think there is good reason, therefore, for the taxpayers of the South who have invested more than \$1 million in the SREB to want to know why this strange situation exists. Why should SREB dodge the segregation problem? Does the Board feel it can contribute nothing toward solving the problem? Does the Board, by any chance, believe in immediate integration?

We don't think it unreasonable to expect the Board to answer such questions. There is a crying need in the South today for some reputable organization to do a continuing fact-finding job in the school segregation field.

There is far too much loose and careless talk on this important subject. The SREB, with its highly-trained staff, could make a real contribution by providing Southern legislators and others with authentic information on which to base their decisions.

SREB has done good work in many fields. The staff has demonstrated outstanding administrative ability. We feel certain that if the talents of the group were applied energetically to the segregation problem, the South would benefit.

We suspect that the SREB's reluctance to tackle the controversial segregation problem results from fear of closer scrutiny of its operations. In recent years the Board has expanded its scope of action into a variety of fields, some of which are pretty far afield for an academic group (See MR Feb. 1956, p. 5).

Thus, at a time when the school segregation problem should have the Board's attention, the agency has been tackling non-educational projects which other groups are willing and able to handle. Some SREB people have been playing politics while turning their backs on urgent education matters.

For political reasons, the SREB seems to want to expand into the field of industrial development. This is a popular topic today as evidenced by the fact that there are more than 500 Southern organizations active in the field.

But the South is doing extremely well in industrial development. Our various local, state, and regional organizations have proven themselves to be highly effective.

It is obvious to us that SREB would serve the South better by leaving industrial development to the well-established, experienced agencies already active in the field, and by concentrating its efforts on the major educational problems.

At some future date when or if the SREB succeeds in solving all of the South's educational problems, then and only then, should consideration be given to expanding the scope of SREB's activities to include non-educational affairs.

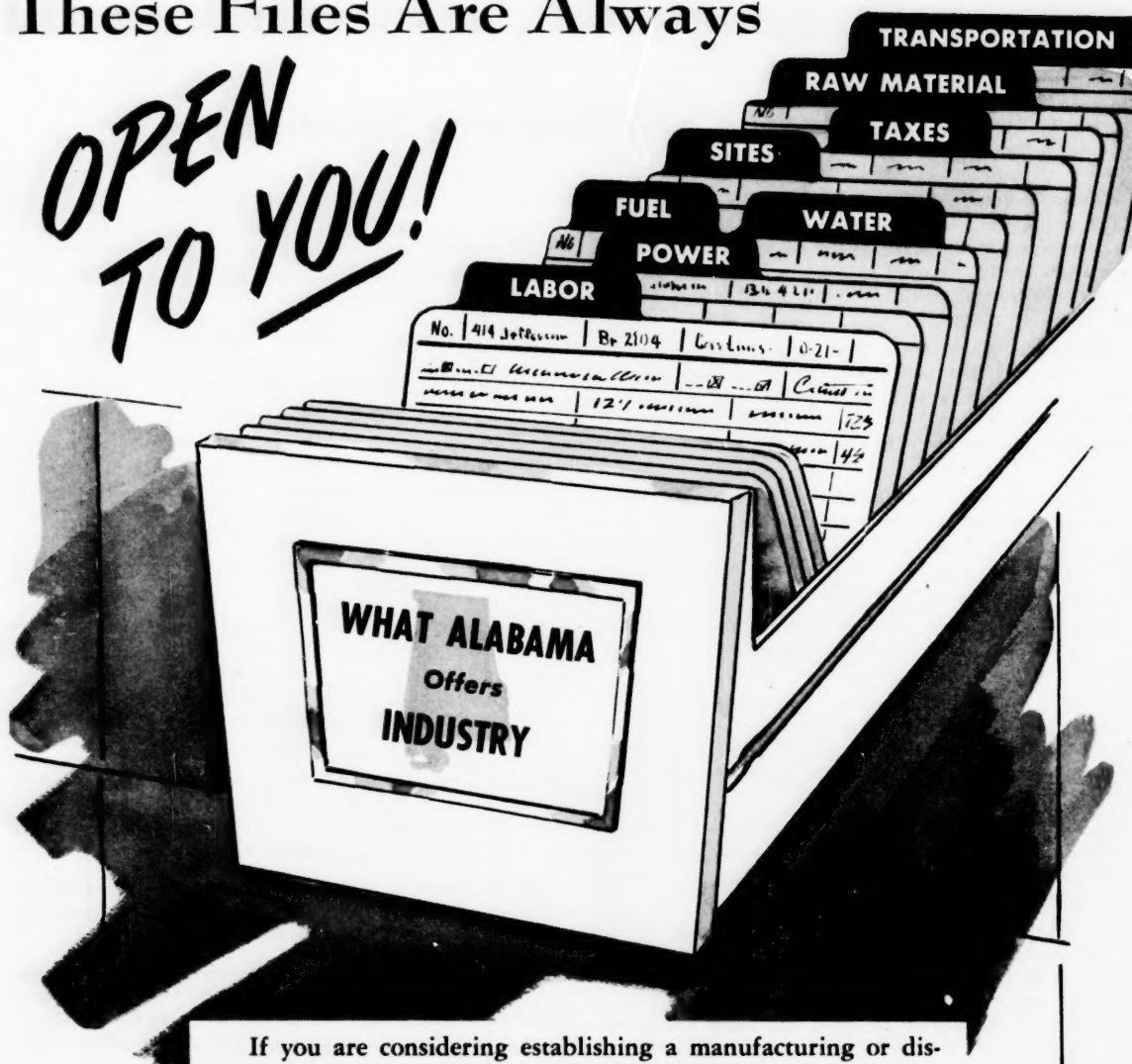
Meanwhile, we ask that the SREB put the school segregation problem at the top of its list of research projects. We ask that all available funds and staff workers be assigned to this study. Finally, we ask that SREB face the issue squarely and make a straightforward statement of its position.

The taxpayers of the South deserve no less.

—H. M. C.

These Files Are Always

OPEN TO YOU!



If you are considering establishing a manufacturing or distributing branch in the South, the fact-filled files of our Industrial Development Division are open to you. We will gladly prepare for you economic studies relating to your type of business and designed to show you where and *how* your proposed operation can benefit by locating in Alabama.

Whether your contemplated expansion is small or large, immediate or future, you may find our assistance as helpful as others have. Should you like to explore the advantages which a location in Alabama offers, we will gladly assign an industrial development engineer to discuss your problem with you. All correspondence and conversations will be held in strict confidence.



Alabama Power Company

Helping Develop Alabama
Birmingham 2, Ala.

EDITED BY

Richard Edmonds...1882-1930
Frank Gould...1930-1943
William Beury...1943-1955
McKinley Conway...1956-

MANUFACTURERS RECORD

(IN REVIEW)



JUNE, 1983

(AS ABSTRACTED MORE THAN 70 YEARS LATER)

BALTIMORE, MD.

Correspondence Solicited

Correspondence relating to the manufacturing, mining, lumbering and all other material interests of the Southern States is solicited. We invite those interested in the development of the South to make free use of our columns. Reaching so many capitalists in all parts of the United States seeking profitable investment in the South, the MANUFACTURERS' RECORD offers an excellent chance for the people in that section to place the advantages of each locality before those likely to be interested. We will take great pleasure at all times in telling what has already been accomplished in the South, and showing up the opportunities of doing still more—so if you desire to attract immigration or capital, or if you know of an opening for profitable investment in manufacturing, mining or kindred pursuits, write us an account of it. It will be published free of cost.

Where Deepest Solitude is Found

A sensible young lady made the following request to her friends: "Do not lay me down by the rippling brook's side lest babbling lovers wake me from my dreams, nor in the beautiful cemetery in the valleys, lest sightseers conning over epitaphs distract me; but let my last sleep be under the counter of the merchant and business men generally who never advertise. There is the peace which passeth all understanding and a deep sleep on which neither the buoyant footfall of youth nor the weary shuffle and drag of old age will ever intrude."

It is stated that a company has been formed in New York for constructing a pneumatic tube between that city and Chicago, for the purpose of transmitting letters, grain samples, jewelry and other small, light packages, at a charge of five cents for letters and ten cents for parcels. Way stations are to be established at Cleveland, Buffalo and other points. The pipes will be of iron, four inches in circumference, and the cost is estimated at \$4,000 a mile. A capital of \$4.2 million is said to have been subscribed. The boxes which will contain the matter intended for transit are expected to make the distance in four hours.

Manufacturing

The Wood Pulp Manufacturing Company of Augusta, Georgia, has been incorporated by leading local capitalists. The company intends to present the business of new pulp and paper manufacture in all its branches. Their capital is to be \$25,000 paid up, with privilege of increasing to \$50,000.

The National Horse-Shoe Company of Louisville, Kentucky, has been incorporated, with a capital stock of \$100,000 paid up in

full. The general nature of the business of the company shall be to make, use and vend the Purdy Horse-Shoe Machine and the product (horse and mule shoes) thereof, and to manufacture and sell bar iron.

The Russian cotton industry seems to have developed of late years in a degree not equalled by the industrial progress made in that country in any other branch of textile manufacture. Excluding the production of Poland, the value of the annual out-turn is estimated, according to official returns, at 153 million rubles, or about 20 millions sterling. To meet the requirements of this increased production, the quantity of cotton imported has been more than doubled, amounting in 1881 to eight million pud, or 140,000 tons.

It is reported that the Richmond, Va., nail works find it impossible to supply the demands from the South. Six hundred kegs are rolled out in 24 hours, or 3,600 a week, and yet the demand is greater.

Messrs. Green, Lockwood & Co. have received the contract for the plans, specifications and general supervision of the building and machinery for the new cotton factory at Florence, S. C.

Athens (Ga.) is to have another ice factory.

Messrs. W. J. Moore and H. W. Wass, of Philadelphia, propose to establish a very large paint factory near Chattanooga, Tenn. The machinery is now being built by Messrs. Truxall & Dunmeyer, of Chattanooga. It is stated that the company will construct a 3-mile railroad to connect their works with the Alabama Great Southern.

The loss by the destruction of the Planters' Cotton-Seed Oil Mill, at New Orleans, on Monday night, is now estimated at \$500,000, on which the insurance is \$28,000.

A dispatch from Wheeling, West Va., under date of June 23, says: "General trade is quiet. Building business is moderately active. The iron trade is fair, with sufficient orders for all kinds made here to keep the machinery in motion. The planing mills are full of orders, and are running on full time. Stove manufacturers are only making about half time. The machine shops and foundries are busy, with large orders ahead. The glass houses don't want to shut down during July, owing to the big rush of orders."

Colonel William E. Nickerson has just put in operation the largest steam saw mill ever in Cherokee county, Ga. It will cut 20,000 feet per day.

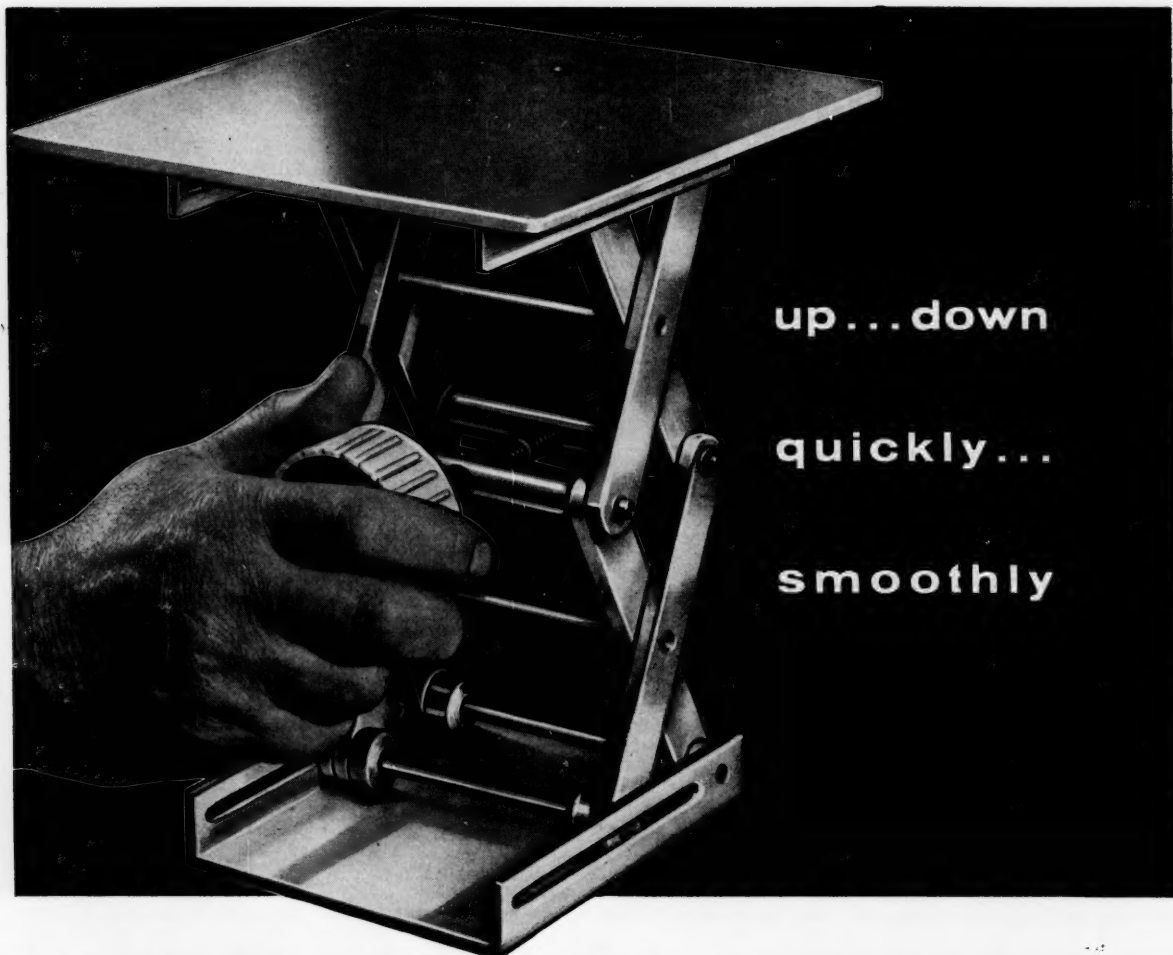


Fine Toilet Set With Patent Combination Slop Jar

There is no greater truism than goods well bought are half sold. Grasping this idea and acting on it, this firm has concentrated their attention to manufacturing goods at the least possible cost. To do this they have been forced to invent and construct automatic machinery to accomplish this result, as nothing could be found on the market to do the work.

Accompanying illustrations show some of the patented specialties manufactured by Messrs. Matthai, Ingram & Co. Pictured above

is a fine toilet set, with the patent combination slop jar. The "Combination" is the only one that meets the requirements of an odorless protector and ornamental slop jar. When in use, with the cover or shield open, it is complete protection to the walls and carpet, as water can be poured into it in the most careless manner without danger of splashing or spilling. When closed it is odorless, and the dasher over which the waste water passes is entirely hidden from view, thereby keeping the decorating clean and attractive.



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quickly...

smoothly

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This all-purpose general utility support is quickly adjustable through an elevation range of 7 inches and will support up to 100 lbs. weight. It operates smoothly without jolts or jerks . . . saves time . . . prevents breakage . . . insures precision . . . particularly useful in isotope research. Ideal for supporting hot plates, oil baths, large Dewar flasks, ground joint glassware, receivers, etc.

The Cenco-Lerner Lab-Jack is made of aluminum and stainless steel with large plastic control knob. Top plate, $5\frac{1}{2}" \times 4\frac{3}{4}"$. Included also is an 8" x 8" auxiliary top plate and support rod for use when larger area is required.

No. 19089 Lab-Jack complete **\$35.00**

Ask for circular No. 1213

CENTRAL SCIENTIFIC COMPANY

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Where Are We Going In Public Relations?

Here is a thought-provoking question of interest to all executives responsible for setting company policy. The author insists that the essential factor in continuing success is quality of product and service.

By **ROBERT K. HEIMANN**

American Tobacco Company, Richmond, Va.

Public relations defies pigeonholing because it is not merely a shiny new toy or a potent new weapon or a useful new specialty. It is one aspect of the whole complicated process of corporation management. That makes public relations a broad field indeed.

In fact, a literal definition of industrial public relations takes in so much territory as to make the phrase almost meaningless. A corporation is related to the public in many ways—as a supplier of consumer satisfactions, as an advertiser, as a custodian of investors' funds, as a job-creator for employees, as a stimulator of higher standards of living.

These basic functions involve important relations with the public, but they are not primary responsibilities of the public relations man. In actual practice, the public relations man as we know him is not so much responsible for what a corporation does as he is for what it

says about what it does. And since corporate communications are conveyed to the public largely through the press, a rough but practical definition of public relations would be "press relations."

We are on dangerous ground here, because press relations suggests press-agency and the old time press agent was a half-brother to the confidence man. As I understand it, this is what prompted the coining of the phrase "public relations" in the first place. In part at least, the new term is intended to lend new dignity to what used to be the paid pursuit of unpaid publicity.

However, there is more to it than that. The scope of the communications specialist has broadened tremendously since he stopped calling himself a press agent and hung out his shingle as a "public relations man." The old time space-grabber served a purely economic purpose: his aim was to stimulate de-

mand for a product by means of free publicity.

Today's public relations man often renders this very practical service; but he lends his talent to other ends as well. Many of his press releases are concerned not with product publicity but with the actions and achievements and policies of the corporation itself. The public relations man thus issues a running story of his company's progress to promote wider interest, understanding and appreciation by the public. This, in my opinion, is a real step forward.

At the same time, public relations has taken on some fringe activities that do not stand up so well under examination. In some cases the public relations man seems to be trying to convince the public that his client is not really a businessman at all but a good fairy hiding his wings under a double-breasted suit. In this capacity the public relations man may be called upon to award scholarships, stage square dances or prize contests or art exhibits, or to invent new philanthropic committees for his client to use as stepping-stones to public esteem.

Object: Humanize Management

Or the public relations man may be engaged simply to show the world that his corporate client is public-spirited, that is, aware of the importance of appearing desirous of communicating with the public. This is known as "humanizing management." Or the public relations man may hire out

strictly as a "build-up boy" to transform an ordinary hard-working executive into a widely-admired and highly vocal Industrial Statesman. This might be called "super-humanizing management."

Looking at these and other variations on the general theme of public relations, we can find no simple answer to the question, "Where Are We Going In Public Relations?" The fact is that we are going every which way. Like the celebrated character in Stephen Leacock's nonsense novel, the public relations man has leaped on his horse and is riding madly off in all directions.

Some of these directions have carried business to a new and higher plateau of public understanding and appreciation. During the last 20 or 30 years, the public relations man has removed the bushel from many a corporation's light. It has brought the businessman out of the dark mahogany, so to speak, and has enabled the consuming public and the thinking public to follow the main outlines of industrial progress.

This is immensely to the good. At the same time, some public relations has taken a completely different tack, diverting attention from the main tent of corporate activity in favor of the side-show attractions.

In this age of specialization, it may be only natural for the specialist to forget he is a tool of management, and to regard his specialty as an end in itself. In his effort to create "good copy," the public relations man may, in effect, make management the tool of public relations.

"Good copy" is what editors want to print and—presumably—what the public wants to read. So instead of interpreting industry *as it is* to the public, the public relations man in his communicative frenzy may try to remake it in a new and newsworthy image.

He may try to make the businessman all things to all men by persuading him to tell each segment of the public what the public relations man thinks it wants to hear. We should add, in fairness, that many a businessman is all too willing to go along with this notion.

The idea that business and the businessman should be "all things to all men" is, in my opinion, a snare and delusion. I am not sure that Calvin Coolidge was 100% correct when he said that "the business of America is business." But it is time, I think, for someone to make the point that "the business of business is business."



The Public Relations man may hire out strictly as a "build-up boy" to transform an ordinary hard-working executive into a widely-admired and highly vocal Industrial Statesman. This might be called "super-humanizing" management.



"If my Buick or Pontiac should turn out to have a crumbly axle or a leaky radiator or gaposis of the fender seams, I should not think twice before trading it in for a Ford or Chrysler, but I should doubtless have some second thoughts about the management of General Motors."



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The acceptance of the public relations man as a sort of make-up artist giving a corporation as many different faces as there are publics carries with it a very disturbing and dangerous implication. The implication is that it is not enough for a corporation to evolve quality products at the right price, but that it must somehow apologize for doing this by branching out into extra-curricular activities of a "pro bono publico" character.

The implication is that it is not enough for an industrial executive to keep ten or twenty or fifty thousand people dovetailing their efforts in the direction of greater efficiency and greater productivity—but that he must also display a gratuitous interest in matters that do not touch on his primary function, must fill half a page of "Who's Who" with his committee affiliations and must, above all, generate good copy for his public relations man to place in the public prints.

We are not, in this instance, seeing ghosts; this new model of management in the public relation man's image is not a figment of the future. Let me quote a president of the largest society of public relations professionals, who tells his cohorts that

"By every criterion, ours is a group superbly suited . . . to take the initiative in bringing about the integration of spiritual principles and material progress which, and which alone, can assure for us and our fellow man a maximum of human happiness . . . Our nation today needs a new level of leadership . . . It needs men with the knowledge and understanding and particular technical skills which we possess."

Even outside the public relations fraternity house, we hear the same kind of jargon about spiritual leadership and humanizing business—jargon which assumes that manufacturing and marketing are somehow sordid and non-spiritual and inhuman. Let me quote again, this time from a widely-promoted thinkbook on the modern corporation published late last year. With sublime indifference to the fact that 1955 marked the highest level of well-being ever achieved by the general public in any nation, the author intones: "The large corporation is an institution that must find social justification."

Our former allies on the other side of the iron curtain are also fond of characterizing our corporate achievements as grossly materialistic and lacking in social justification. But fortunately for our continued well-being, most busi-

nessmen are too busy running their enterprises to read this kind of airy carping.

Nor does it seem to bother the average American a great deal. As a consumer, Mr. Average American buys the best product within his reach and accepts it—if it is satisfactory—as justification of the organization that turns it out.

Furthermore, as a breadwinner, Mr. Average American is more likely to be rewarded for his personal contribution to materialistic achievement than for helping someone else to achieve "social justification," whatever that may be. He may even feel, without having the ability to verbalize his feeling, that manufacturing achievement and marketing achievement are at least as "human" as sociological word jockeying.

Speaking from my own experience, there is nothing more human than the out-and-out love of fine tobacco which sticks out all over our veteran leaf men and factory people. And the image of such people devoting the years of their lives to the never-ending quest for quality is far more "human" than abstract speculations on the place of big business in the social system.

Let me amplify this point. As a consumer of automobiles, I am certain that the great General Motors corporation is a substantial contributor to many worthy philanthropies. I am aware its officers are as active in civic affairs as anyone could desire. I would judge that the welfare of its numerous employees is a major consideration in management decisions.

These are important, but they do not constitute the common ground between General Motors and the general public. If my Buick or Pontiac should turn out to have a crumbly axle or a leaky radiator or gapisis of the fender seams, I should not think twice before trading it in for a Ford or a Chrysler, but I should doubtless have some second thoughts about the management of General Motors.

I believe most members of the general public would react in much the same way if, perish the thought, the taste and texture of Virginia ham or Virginia tobacco or Virginia Gentleman bourbon should undergo a change for the worse. I am sure that if The American Tobacco Company were to abandon the tradition of quality of product which has characterized it and its predecessors for 90½ years, the smoking public would not stop to con-

LATE NEWS HIGHLIGHTS

GAINESVILLE, FLA. General Electric Company announced plans for a \$4 million communication equipment plant to be located 8 miles north of here on U. S. Highway 441. Construction on the new plant, which will employ some 1,700 workers, will begin immediately.

The Gainesville plant is the second major GE facility to be announced for Florida during the past month. Earlier the company revealed plans for another \$4 million unit to manufacture X-Ray equipment in the St. Petersburg-Clearwater area. The St. Petersburg unit will employ 600 to 700 workers.

ROCK HILL, S. C. Bowater Paper Corporation has announced plans for a new \$100 million newsprint mill here. South Carolina Governor George Bell Timmerman, Jr., has called a special session of the State's General Assembly to remove legal barriers to the location of the foreign-owned plant in the state. Requirements of the state water pollution board apparently have been met.

MERIDIAN, MISS. The Southern Company will spend more than \$700 million on expansion in its four state area within the next 6 years, Board Chairman E. A. Yates told corporation stockholders here at the firm's recent annual meeting. Yates said some \$150 million would go into a huge new steam plant on the Coosa River in the Shelby-St. Clair-Talladega county area of Alabama. Additional units will be located in Mississippi, Florida and Georgia.

NEW YORK. Webb and Knapp, Inc., nationally known real estate firm, has announced the purchase of Godchaux Sugars, Inc., in Louisiana. The New York firm plans to sell the sugar refining plant and will develop the balance of the property which includes 33,000 acres between New Orleans and Baton Rouge. President William Zeckendorf, Sr., stated that the plans would include industrial units, shopping centers and residential areas amounting to "a new city."

JACKSONVILLE, FLA. National Container Corporation has added 300,000 acres to its timber reserves through acquisition of cutting rights to all timber held by the British Crown on the islands of Grand Bahama and Abaco in the Bahama Islands off the coast of Florida. The company has purchased a 3,300 ton vessel the "Abaco Queen" for transporting the timber to the Jacksonville mill.

PENSACOLA, FLA. Plans are nearing completion for the \$25 million rare metals plant to be located here by National Research Corporation. The new unit, which will process zirconium for atomic energy applications, will be built adjacent to the Escambia Bay Chemical Corporation unit.

GREENVILLE, S. C. The UBS Chemical Corporation of Cambridge, Massachusetts, has announced plans for a new plant at Mauldin near here. According to president P. W. Atwood the new facility will include a research and development laboratory, together with manufacturing and sales units.

ATLANTA, GA. The Square D Company will build an electrical equipment assembly plant here according to president Gordon Patterson. Construction of the \$500,000 unit will begin within 60 days.

HATTIESBURG, MISS. The Chamber of Commerce here has arranged for construction of a \$400,000 plant for Dixie Aluminum Tube Corporation of Rome, Georgia. The new branch plant will employ some 300 workers.

LYNCHBURG, VA. Production has begun here at Babcock and Wilcox Company nuclear facilities plant. The new unit is the first major plant in the nation erected entirely at private expense to manufacture and test nuclear fuel elements and related products for peacetime use.

sider the integrity of our executives, or the annual support we extend the Red Cross, or our contribution to the restoration of the steeple of the Old North Church in Boston, or the fact that our Company helps to support educational institutions, particularly in states like this one, where our employees live and work.

Our function is to turn out as fine a cigarette as can be made—incidentally, we also make some excellent cigars and smoking tobaccos—and we cannot escape being judged by the public largely on the performance of that function. Our relation to the public is as a purveyor of tobacco products. No program of press relations, publicity, or “social justification” which glossed over that cardinal fact would stand a chance of approval by our Board of Directors.

Now, you may say, we are getting away from public relations and into selling. Before you say this let me ask how many times you have heard public relations advocated as a means of “selling private enterprise” or “selling a corporate name to the public” or even, on the level of international propaganda, as a means of “selling the democratic way of life” to enslaved or backward peoples. I submit that the best way to relate yourself to the public or any part of it is to perform the function expected of you, and to get the public to share your product pride.

Now let me make an admission to you. My belief in a *functional relationship* with the public is not based altogether on moral considerations. Nor, I should add, is it based on a salesman's fondness for free product publicity. I am convinced that *functional public relations* is the only kind that works over a period of time, for a very simple and classic reason: the public will not be fooled.

In the financial field, where I spent my formative business years, the process of exaggerated communication loosely described as public relations often results in a measurable rise in the price of a stock; but eventually, in Wall Street and elsewhere, all stocks seek their true levels. It is much the same in the business of boosting corporate reputations—over the long term, a company's name is no better than its product.

Quality of product is essential to continuing success. Buttering the public is temporary press-agentry; bettering the product is long-range public relations.



Every Story A “Production”—Ideas of the entire News Bureau staff are sometimes pooled to put scientific research in the lap of the layman. Here the staff has agreed on an “angle,” the scientists have approved, and attention now turns to the illustration. Julian Harriss, public relations director, plots a picture set-up for photographer Ernest B. Robertson, Jr. Looking on are Mrs. Harriet Burt, Iglehart (seated), and John Greiff.

Reporting Science News

A matter of increasing importance in the South is the interpretation of scientific studies for the business executive and other laymen. Tennessee is setting a good example.

By LOUIS IGLEHART

KNOXVILLE. With a critical eye accustomed to the exactness of scientific reports, the botany professor began reading. Before him, obviously awaiting some sign of approval, sat a writer of the University of Tennessee News Bureau.

Slowly, ever so slowly, the poker-faced scientist was checking the “news release” on one of his research projects, which he had neatly catalogued in his files as “Seed-bearing Epiphytes in the Great Smoky Mountains.”

Then his eye met the phrase: “Piggy-back plants.”

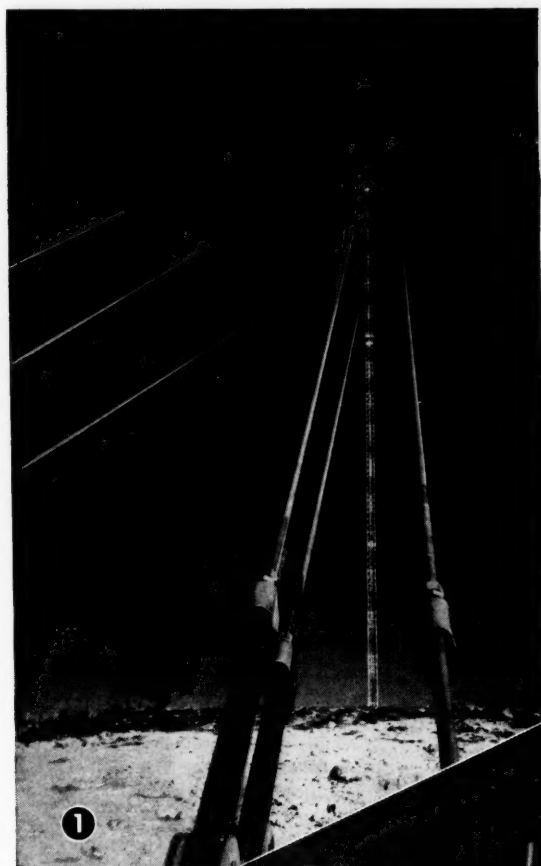
The corners of the scientist's mouth started upward in a smile. “That's what they are—the seed-bearing epiphytes, that is. They perch on the branches of

other trees and grow there, getting their food from the rain and the air. They are piggy-back riders, for sure.”

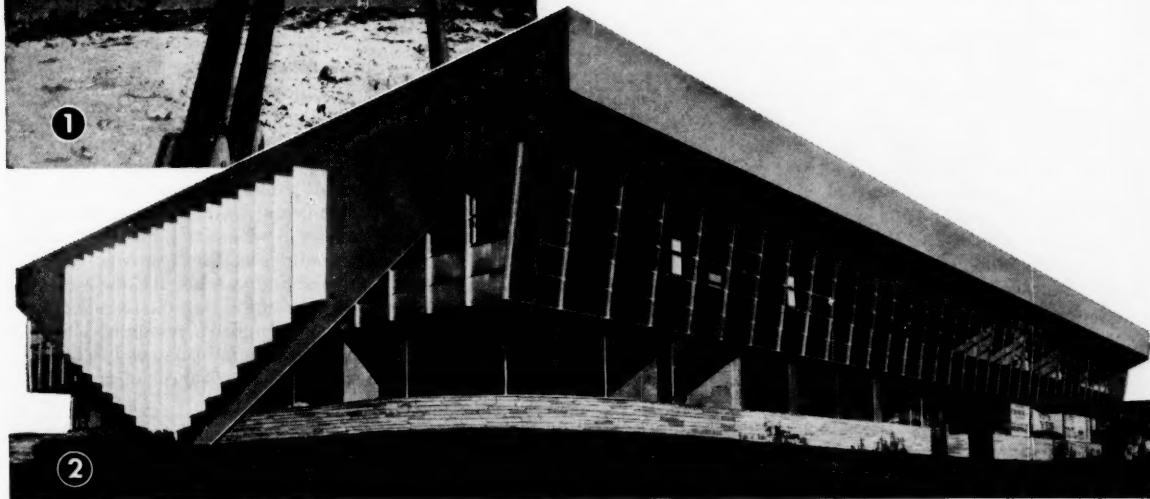
The News Bureau writer breathed a sigh of relief. Thus passed another pint-sized crisis common in the life of a science reporter. So they were agreed: they had christened these seed-bearing epiphytes with a descriptive and accurate name, a name which the public could understand and find interesting. Now the scientist and the reporter would have the satisfaction of seeing one more research report receive at least a smattering of public recognition, understanding, and possibly support.

Both of the individuals in this narrative are on the staff of the University of Tennessee at Knoxville. But throughout

The South builds better with Steel



① **A MODERN TV BEANSTALK** sprouts out of the desert near Dallas, Texas. It soars 1,521 feet into the sky. (Attention Texans: that's 49 feet taller than the Empire State Building.) Because the upper sections of this tower are subject to wind velocities up to 155 miles per hour, 30 Tiger Brand Galvanized Guy Lines—from 1 $\frac{3}{8}$ " to 2" diameter—were chosen to support this gigantic tower. The heaviest lines are designed to withstand pulling stresses up to 245 tons.



② **OLD FIRM—NEW LOOK.** This old financial firm in Missouri has a bright new look of gleaming Stainless Steel. By facing certain sections of this new building with Stainless Steel, the architect created a subtle contrast to the large areas of glass and concrete. Because of its smooth, shiny surface, maintenance costs on the USS Stainless sections will be insignificant.

USS STEEL PRODUCTS MADE OR DISTRIBUTED BY T.C.I. INCLUDE:

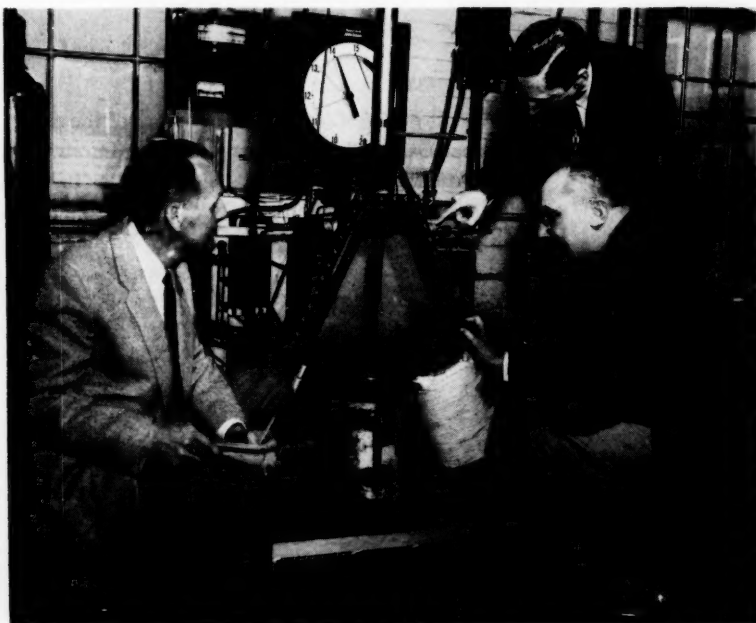
- Rolled, forged and drawn steel products.
- Structural shapes, plates, bars, small shapes, agricultural shapes, tool steel, strip, floor plate, cotton ties.
- Tin mill products.
- Steel sheet piling and H-bearing piles, bridge flooring.
- Concrete reinforcing bars, reinforcing mesh.
- Electric welded reinforcing fabric.
- Black, galvanized and special finish sheets.
- Rails, track accessories, wheels, axles, forgings.
- Wire and wire products, including woven wire fencing, barbed wire, bale ties, nails.
- Tiger Brand wire rope and strand.
- Tiger Brand electrical wire and cable.
- High Tensile wire and High Strength reinforcing strand.
- USS High Strength Steels and USS Abrasion-Resisting Steels.
- USS Stainless Steel.
- Ground Open Hearth Basic Slag.

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UNITED STATES STEEL EXPORT COMPANY, NEW YORK



UNITED STATES STEEL



Tapping a Science Source—The editor of the University of Tennessee News Bureau, Louis Iglehart, confers with two members of the engineering staff about this machine which "automatically carries out the isothermal transformation of austenite in steels." U-T metallurgist Dr. E. E. Stansbury, pointing to the machine, and Dr. Robert M. Boarts, head of the chemical engineering department, help reduce this description to more common terms.

the South these days, college and university campuses are abuzz with similar "internal" meetings. These joint sessions are aimed at producing an informational menu for a population that enjoys and appreciates its science, when the diet is made palatable. And the seasoning is southern, because the stories concern scientific and industrial developments which stem from laboratories and classrooms in this region.

At Tennessee, the News Bureau attacks the problem as would a daily newspaper—logical, since each member of the staff has had newspaper experience. The campus is divided into "beats," and each staffer is responsible for his particular section of the campus.

There are four of these professional "reporters," including the director of public relations. They are Julian Harriss, the director; Louis Iglehart; Mrs. Harriet Burt; and John Greiff. And since the News Bureau is just one part of the Office of Public Relations, each of the staff members will search for a science item at the same time he develops a brochure or helps with a mailing list. With one hand, he will scribble notes from a science interview fresh in his mind, while from a telephone held in his other hand comes a voice asking about a faculty speech, a

conference, a student party raid, a television show, or a new University film.

Each science story is a full-scale, one-time "production" to the News Bureau, despite these other demands. Though lack of time may force him to "quit before he is finished," the reporter is married to the idea that each science story deserves a brighter future than that of languishing in University archives or being restricted to the highly-technical pages of a highly-professional scientific journal.

This applies to the entire route a story travels. Story "tips" are obtained not only from routine campus calls, but from seeking and reading papers presented before scientific societies, going through research theses, inquiring about all research grants or research projects, investigating new teaching methods, and becoming acquainted with the specialties of individual professors who are prospects for informational features. Then comes the information-gathering and next the interpretation, and "boiling."

Copious use is made of the dictionary, thesaurus, almanac, and knowledge of other bureau staff members in preparing a story that will not stop the reader with a word or phrase which is foreign to his experience. Meanwhile, if

illustration is in order, the News Bureau photographer gets an assignment. A final step is the copyreading and headlining by the News Bureau editor and the return check with the scientist. If the story meets the approval of all concerned, it is reproduced and distributed.

To get maximum use of this extra effort, a time-consuming process which is not possible on a daily newspaper, virtually the same story that goes to daily and weekly newspapers goes to interested trade and industrial journals. It is the theory of the News Bureau that even in the case of a trade publication confined to a particular field, there will be readers of many different backgrounds and specialties.

Hence, if a story is not written "down," but is simply made clear and understandable to all groups, it will satisfy both the non-technical person and the scientist-engineer. Attempts to inject descriptive terms or words that will appeal to the many, rather than the few, are not a ruse to fool the public into reading traditionally dry material. Instead they represent an effort to explain the broad significance of each bit of research and its bearing on other developments.

Is this effort, practiced increasingly by southern colleges and universities, worth the trouble?

At the University of Tennessee, the feeling is that industry, agriculture, and all other fields look to higher education almost exclusively for the fruits of fundamental, basic research. It is therefore the University's job to interpret the findings of this research. And not only the findings, but also the meanings—in terms of aiding the so-called practical or "applied" research, which is largely within industry, and in terms of furthering the advances of civilization.



"The garbage man called this morning. I told him we'd take 6 cans."

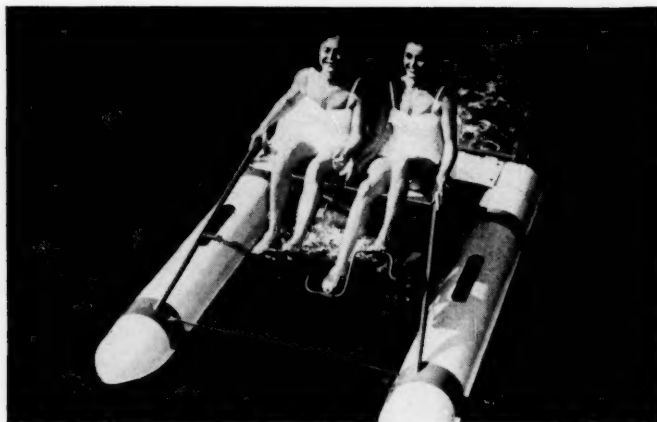
\$49 MILLION

was spent or committed by Southern Railway System last year for 5,550 new freight cars. Many of them are "premium cost" box cars with "soft-ride" trucks, ventilators, improved draft gears, nailable steel floors and steel interior lining. When the remaining 2,800 of these cars now on order are delivered . . .

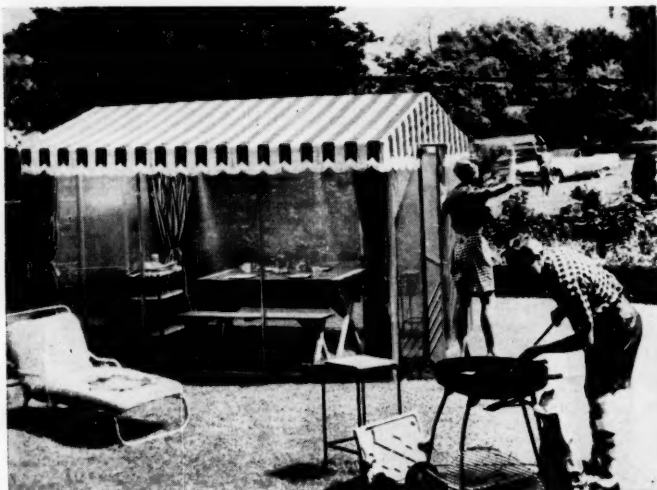
47%

of Southern's entire freight car fleet of 55,500 units will be new cars put in service since World War II. This new car program, representing an investment of more than \$134 million, is one of many ways we're keeping pace with the transportation needs of the South — benefiting shippers and receivers who say "Route via **SOUTHERN RAILWAY SYSTEM.**"

SUMMER BOOM



Typical of new products riding the crest of the summer boom is this "Water Skeeter" made by Dallas Engineers, Inc.



The National Cotton Council is pushing these colorful canvas roofs for outdoor living areas.



A new chemical insect repellent, invisible in this photo, is finding expanding markets among backyard cooking enthusiasts.



Home air conditioning unit sales are shattering records throughout the South (see MR April 1956, p. 16).

SUMMER BOOM

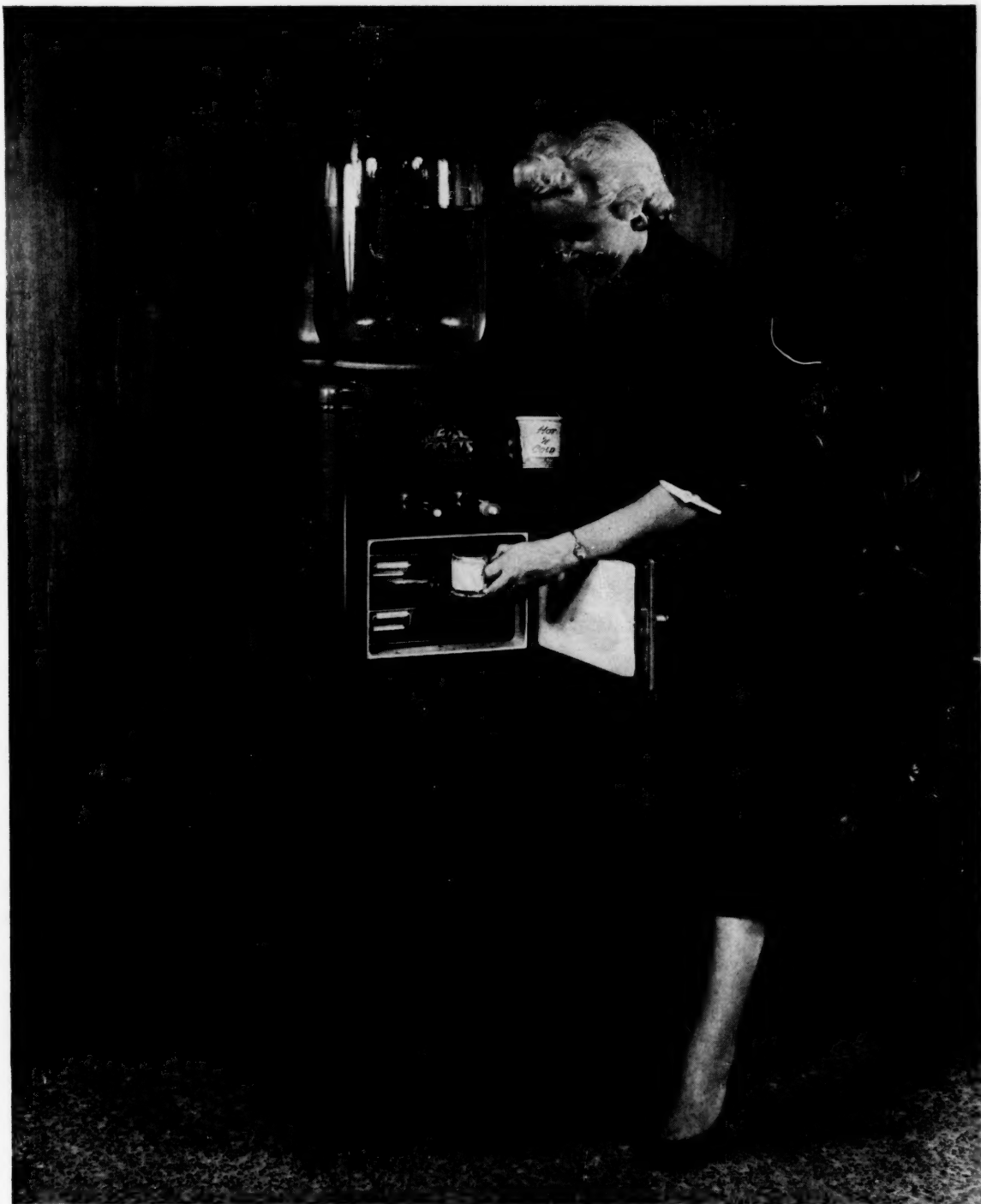
There's No Longer Any Summer Slump in Dixie

ATLANTA. There may have been a time when the typical southern businessman slowed up in June and took it easy until September.

But those days are gone forever. Today the average Dixie executive bustles through June, July and August at about the same pace he follows throughout the year.

Without doubt the traditional summer letdown is largely a thing of the past. The changing nature of the regional economy is the chief factor, but air conditioning and other influences have had their effect.

This change in summer outlook has



Among new products introduced recently to capture summer customers is this "Oasis Hot'n Cold Beverage Center." In addition to furnishing hot water for instant beverages and cold water for drinking, the model has a refrigerator compartment for storage of bottled drinks and packed lunches.



Bailey

GOGGLE VALVES

For shutting off gas mains from 6" to 72" in diameter, these valves are the means to complete safety, complete dependability. Whether they are used every day or as infrequently as once a year, they open or close instantly. A tight, sure seal is provided by a clamping force applied equally at all points around the disc periphery. The same powerful mechanism frees the goggle plate.



If desired, Bailey Goggle Valves may be totally enclosed. Both types—open and enclosed—require only a minimum of maintenance.



come within the memory span of many current southern business leaders. One such executive queried by the RECORD was Sevier Bonnie, president of Kentucky Color and Chemical Company in Louisville. Bonnie said:

"Our company now occupies the plant of Bonnie Brothers' distillery which was established about 1880 and functioned until prohibition descended upon us in 1918 and caused the shutdown of the distillery. During all those years, the distillery shut down entirely from July 1st to October 1st. My father and his brothers took long and glorious vacations and usually went North for fishing. The shutdown then was necessitated by a shortage of cold water that was needed for cooling the distillery columns. I think also that there was a complete cessation of the sale of whiskey during the summer months. There certainly was the general impression then that summer was the period in which to 'take it easy' and I think the same idea prevailed in other industries here in Kentucky.

"Symbolic of what has happened, is illustrated by the conversion of the family distillery into this chemical plant which took over the distillery buildings and over the years has increased them to about ten times their original size. The color business which we started in 1919 showed some slight dips during the summer months because in the hot period of July and August outside painting slackened to a certain degree. But in recent years the summer slump has disappeared because the output of the color industry has now become more diversified since new colored pigments are used widely in plastics and in printing inks neither of which industries has any summer slump. The result is that our industry goes almost evenly around the calendar year. We have no layoff periods whatever.

"In passing, I might mention that the new idea of a complete shutdown of plants during the vacation period is becoming quite popular and this year, for the first time, we will cease production for the first two weeks in July. This, however, does not represent, in any sense, a slump or layoff but a period of complete shutdown so as to avoid a long drawn-out vacation period which seriously interferes with efficient production. We are planning to run at over-rate before this shutdown so as to build up an inventory with which to fill orders during the two weeks closing."

Another key executive who agrees

SUMMER BOOM

that the summer slump has gone with the wind is James P. Furniss, vice president of the C & S National Bank in Atlanta. Checking C & S annual reports recently Furniss found that deposits no longer showed a decline during the summer months.

During 1955 average monthly deposits at C & S were about \$397 million. Deposits last June were approximately \$398 million, in July \$392 million, and in August \$403 million. The top month for the year was September, not strictly a summer month, but close to it.

The C & S report points out that this stability of economic activity followed a period of drought, lean crops and poor livestock prices. Obviously it was the growing industrialization of the region which strengthened activity during the summer months.

This is borne out by business volume statistics published by MANUFACTURERS RECORD during the past three years. Checking regional business activity through the summer months of 1953 it was found that July and August topped all previous months of the year. Activity held steady during the summer of 1954 and showed a definite rise in the summer of 1955.

And summer business activity is influenced not only by the increased scope of manufacturing operations in the region but also by the nature of these activities. Many of the South's new industries are unusually busy during the summer months.

Of course, building construction reaches its peak during the summer because the weather permits longer hours and fewer delays. Hence those industries which manufacture building materials and products experience an upsurge during this season.

This is emphasized by Robert M. Drysdale, Jr., president of Virginia Metal Products, Inc., Orange, Virginia. Drysdale stresses that "The summer months are months of increased activity in our industry. We serve the building industry and the months of good weather are the months during which our customers, and consequently ourselves are busiest."

Moreover, some of the South's basic industries such as food processing are seasonal in nature. According to the 1956 BLUE BOOK the South now has 12,200 food manufacturing establishments employing 447,000 workers.

Since many of these establishments operate at peak capacity during the summer months the effect on the overall



A new plant or expansion

30

for fifteen years

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Pittsburgh 22 Phone: COurt 1-6220 Chicago 7 Phone: WAbash 2-2211

BALTIMORE & OHIO RAILROAD

Constantly doing things — better!



Flexible Products Company of Marietta, Georgia, is offering these new brightly colored plastic floats which can double as boat fenders or marine line markers.



Another new product that may soon hit the market is anti-sunburn pills. Here, model is used for patch tests of a new lotion.



Manufacture of fishing gear is a thriving industry, as evidenced by this trolling planer made by Art Wire and Stamping Company.

economy is significant. Canneries and food freezing plants in particular begin with late spring crops such as strawberries and operate through the summer and into the fall when fruit crops are processed.

And, of course, the operation of the many agriculture-connected plants stimulates corresponding activity among supplier units. For example, plants manufacturing containers ranging from tin cans to wood baskets are particularly busy during the summer.

This is pointed out by Cater Lee, manager of Southern States Iron Roofing Company's plant in Birmingham. "Our output of metal containers is higher during the summer," Lee says, explaining that the demand increases then for containers for agricultural chemicals.

And this demand for chemicals on the farm leads to a pickup in activity among hundreds of other southern manufacturers. Firms producing liquid fertilizers, insecticides, fungicides, and other such products certainly cannot let up just because the weather is warm. As a matter of fact, insect activity increases as the temperature goes up.

In addition, a wide variety of other industries feel the stimulation of expanding markets during the summer months. Increased use of automobiles boosts demand for gasoline. There is a boom in commercial fishing and seafood processing.

And one of the South's real growth industries today is manufacture of boats and other recreational equipment. Typical of new products is a self-propelled unsinkable aquaplane (see cover) made by Luria-Courmand, Inc. at Havre de Grace, Maryland.

Still another factor in buoying summer activity is the South's increasing export trade. In trading with South American countries, for example, summer in the South is winter where the customer is. And trade with customers throughout the world virtually eliminates seasonal variations.

Significantly the South last year shipped more than 40 million tons of goods valued at nearly \$3.5 billion through southern ports to markets all over the world. Increased stability of business activity in the region was but one result of this booming commerce.

Further evidence that the summer slump is a myth both in the South and in other regions comes from the International Association of Convention

Bureaus. This organization made a survey of 2,690 conventions in 45 key cities and discovered that there are more meetings held in the summer than in a typical non-summer month. This survey showed an average of 207,000 delegates during June, July and August as compared with 177,500 delegates attending meetings during an average non-summer month.

Another surprise for many people came not long ago from NEW YORKER magazine which conducted a survey of magazine readership and advertising effectiveness during the summer. This study showed that newsstand sales of eight leading magazines was only one percent less during the summer than in other seasons. And the readership survey expert Daniel Starch found that magazines were read more carefully during the summer than during other months.

Many firms and organizations now step up their business promotion and selling campaigns during the summer. This is obviously the time for the "big push" in air-conditioning equipment.

Cotton Promotion Program

But a variety of others find that their best selling is done during the hot weather. For example, the National Cotton Council is now carrying on an intensified campaign to promote the use of canvas awnings. Here is a sample of their sales pitch:

"Hot weather isn't the bugaboo it used to be. Still, wherever you live this summer, you and your house are going to have to reckon with the sun. Traditionally used for awnings, cotton canvas can help you beat the heat and enjoy cool, comfortable living.

"It stands to reason that you can reduce the heat inside your house by blocking sun rays, wherever they are likely to enter. You will find it particularly important to shade windows and doorways on the south and west sides of your house. These rooms probably will be the hottest since they bear the brunt of the mid-day and late afternoon sun.

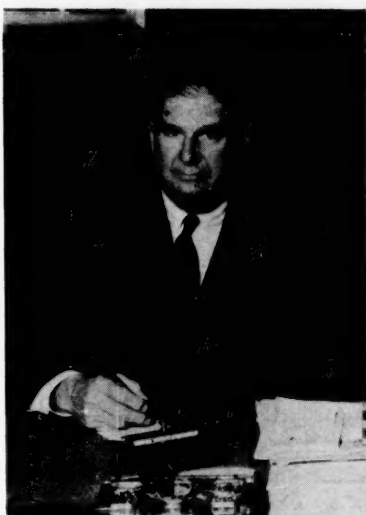
"If you have remodeled recently or live in a new home, it may boil down to a question of who is boss . . . you or Mr. Sun? Big windows and window walls drink in the summer sunshine. Indoor temperatures soar rapidly, and colors in furnishings and draperies may fade.

"Casting welcome shade, canvas awn-

ings provide protection where and when you want it. They can be easily installed outside windows and raised or lowered at a moment's notice. Structural support is usually furnished by metal and rope—also flexible and easily handled materials.

"Even if your house is air conditioned, it also needs to be sun conditioned. This is especially true if you are interested in cutting the cost of your cooling equipment. Recent tests show that the most important single factor in saving money on air conditioning is protection of glass areas. On an experimental house, an unshaded picture window catching the afternoon sun boosted cooling expense by 15 percent.

"Architects and builders agree that the time to solve sun problems posed by unshaded windows is before air conditioning is installed. Once solar rays have passed through glass, it is too late to do anything about it. Placed outside windows, canvas awnings filter the sun and effectively check 65 percent of the damaging rays.



Kentucky executive Sevier Bonnie plans to close his plant for a brief vacation, but production will be stepped up during most of the summer to meet increased demand. Bonnie is President of Kentucky Color and Chemical Company in Louisville.

"Old Sol is both your friend and your enemy. It is the sunshine that beckons you outdoors in the summertime. You can make room for sunny living by having a broad expanse of colorful canvas erected over a terrace. A sliding roof operated by pulleys will give you control of the summer sun and evening breezes. Outdoor draw draperies of canvas can be used to shade a window wall and add beauty to a patio.

"Today color and contrasting textures play an important part in the exterior decoration of homes. Canvas at windows and doorways can enliven or soften the plain bold lines of stone, brick, or wooden walls. To solid-hued awnings, you can add an extra smart touch with fancy braid or painted monograms.

"On the first hot day of summer, you will want to meet the sun on its own bright terms. With colorful canvas at windows and doorways, your house will not only stay cool and comfortable, but it will be smartly-dressed for warm weather."



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NEW NO. 200 CATALOG

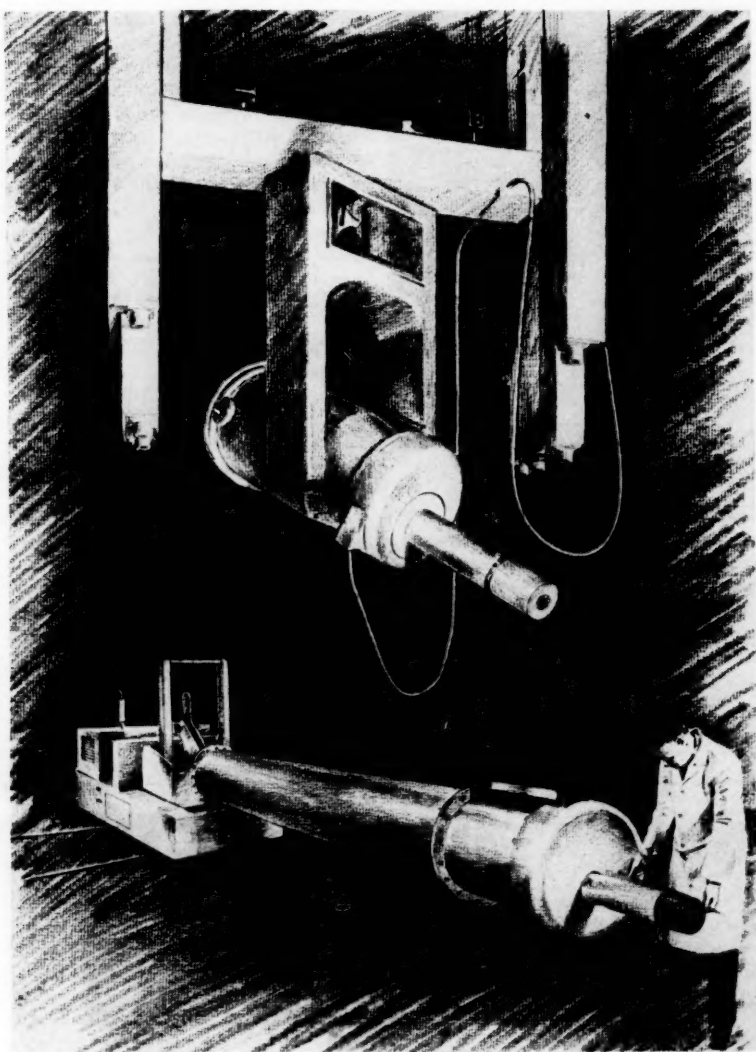
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You can get an ALLIED STEEL custom built building for almost every purpose. Constructed of standard sections, the completed job costs less because there's no wastage of material. ALLIED STEEL buildings are weather-tight, fire-resistant, earning the user a much lower insurance rate. For an economical, durable, most attractive building, buy ALLIED STEEL. They are furnished insulated when desired.

ALLIED STEEL PRODUCTS CORP.

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This x-ray installation will be used at Birmingham for inspection of storage and pressure vessels and for investigations of nuclear reactor chambers.

Birmingham Metal Fabricator To Install Million-Volt X-Ray Inspection Machines

BIRMINGHAM. Plans for one of the most powerful and versatile x-ray installations in the metals industry have been disclosed here by Chicago Bridge and Iron Company, builders of pressure vessels and heavy duty weldments for industry and the nuclear energy field.

The proposed facility will house two

complementary Van de Graaff super-voltage x-ray generators—one and two million volts respectively—both manufactured by High Voltage Engineering Corporation, Cambridge, Massachusetts. The powerful machines will be used jointly in inspection of storage and pressure vessels and investigations

of nuclear reactor chambers.

The most striking aspect of this installation is the unusual mounting planned for the 1-million-volt machine. This device will be fixed on the end of a 43-foot-long counterweighted boom, mounted on rails, so designed as to easily fit inside vessels under test. When used in conjunction with the 2-million-volt machine, which will be operated from an overhead crane mount, the number of circumferential radiographic inspections will be materially increased, allowing the company to check nearly four times as many units as before.

Hybrid Clams Studied For Virginia Fisheries

GLOUCESTER POINT, VA. Hybrid clams, born of mixed parentage from southern and northern waters, may be a boon to Virginia watermen. This dream came one step closer to fulfillment recently when experimental lots of young hybrid clams were unearthed at the Virginia Fisheries Laboratory for a physical check up. These clams, held in trays nearly two years, are being compared with local clams for growth and survival.

It was reported that hybrid hard clams, produced by crossing the northern commercial variety with southern commercial clams from the Gulf of Mexico, made about twice the growth of ordinary hard clams grown in the York River. Their survival was excellent, though not quite as good as the native clams.

On the other hand, it was found that the one hundred and fifty southern clams placed in Virginia waters, although they grew fast as long as they lived, did not find the climate in Virginia conducive to their health. Only one-third of the "southern belles" survived the first winter and only one remained alive at the end of the second winter.

In recent years the annual production of hard shell clams in Virginia has been worth about a half million dollars. With the improvement of stock and the development of farming methods it may be possible to increase production greatly. If hybrid clams reach market size in a year or two less time than the wild stock, clam farmers may reap three or more crops in the same time required to reap two crops of the native commercial clams.

MANPOWER

AND EVERY OTHER INDUSTRIAL ADVANTAGE, TOO!

MANPOWER

Besides labor surplus, Florida has a Constitutional Amendment stating "The right of persons to work shall not be denied or abridged on account of membership or non-membership in any labor union, or labor organization."



"The St. Petersburg area is classified as a Class III area by the Bureau of Labor Statistics, meaning that a surplus of qualified workers in every category can be found here. Our active file numbers approximately 4,000 qualified workers seeking employment through this office within the past 30 days; the new applicants seeking the advantages of living in St. Petersburg number well over 1,000 per month for the last 18 months; and approximately 500 high school students entering the labor market each year."

Robert C. Simmons, Local Office Manager
FLORIDA STATE EMPLOYMENT SERVICE



ALLSTATE INSURANCE COMPANY



MILTON ROY COMPANY



BABCOCK - WILCOX

CLIMATE and LOCATION

2,600 new residents move to Florida each week knowing they will live happier, healthier lives. In St. Petersburg the sun shines not less than 350 days a year. With unsurpassed wholesome recreational facilities, it is truly a city in which work and play are profitably combined.



"I have personally flown over these entire United States and have found no place that, from my plane, looks more beautiful than St. Petersburg, or that offers more combined advantages for working and living. This climate provides our employees with opportunity to enjoy a better balance between work and play. Most of us are hard core lovers of sun and recreation. Why not build the plant in a climate where our employees can spend their non-working hours in healthful relaxation and play?"

We have also carefully investigated the elements of cost and climate for business growth. Our purchasing agent visited here for approximately one month, and submitted a most comprehensive report covering his findings. While potential suppliers are not as plentiful as they are in our Philadelphia area, we could find no serious obstacles from the standpoint of supply."

R. T. Sheen, President
MILTON-ROY COMPANY



PAN LAMINATES



FUTURONICS



CREST MANUFACTURING COMPANY

ADVANTAGES

NO State business tax, income tax or inheritance tax. Real estate taxes are low! Power and water are adequate. Excellent banking and financing facilities. A wide variety of transportation facilities. Excellent schools! Well diversified industrial services for both manufacturing and marketing.



"One of the most important reasons we decided on St. Petersburg, was the genuine interest on the part of everyone plus the zeal of your Chamber of Commerce to have Allstate move into this very attractive and prospering community."

The business factors which influenced our choice of St. Petersburg included central location, fine transportation, the bright prospects for a continuing well-balanced increase in industrial and commercial growth, excellent school, church and shopping facilities, and the numerous recreational and cultural activities available."

Judson C. Branch, Senior Vice President
ALLSTATE INSURANCE COMPANY



ST. PETERSBURG CHAMBER OF COMMERCE

JACK BRYAN, Industrial Director
ST. PETERSBURG • FLORIDA

WRITE FOR COMPLETE INFORMATION AND INDUSTRIAL BROCHURE

A National Organization

CONWAY PUBLICATIONS REPRESENTATIVES BASED

TRAVEL THOUSANDS OF MILES WEEKLY

A NEW CONCEPT

Growth Industry Media—A key to the rapid rise of Conway Publications is a new concept in business journalism—emphasis on the "growth industries." From the viewpoint of both editorial content and circulation coverage, Conway Publications deliberately concentrate on those industries which are expanding at a rate substantially above that of industry in general.

The average annual growth rate for all industry is about 3 per cent per year. But for the growth activities selected for coverage by Conway Publications the rate ranges from 5 to 10 per cent. Some of these firms have expanded at more than 15 per cent per year for the past 10 years.

Through this choice of coverage, Conway Publications are aimed specifically at the executives of firms most likely to invest in new facilities and equipment. This is obviously the cream of the American industrial market.

Research—Another guiding principle is heavy dependence on editorial research. Emphasis is on long-time reference value rather than spot news coverage. All Conway Publications are indexed by leading library services and are available on microfilm.

For the protection of advertisers, all Conway Publications carry the familiar "BPA" insignia. This means that comprehensive audits are made annually of all circulation data by the Independent Business Publications Audit of Circulations, Inc., of New York. A copy of the latest audit on any Conway Publication is available on request at any time.

Industrial Development, launched in 1954, is a national magazine devoted specifically to expansion planning, area analysis and business site selection. It serves as a reference source for business executives responsible for the location of new manufacturing plants, warehouses, offices and other facilities.

That ID has filled a gap in business literature is evident from its rapid acceptance. In less than 3 years the publication gained a circulation of nearly 12,000 including 8,000 corporation presidents. This is believed to be the highest ratio of top executive readership enjoyed by any magazine or financial paper in the nation.

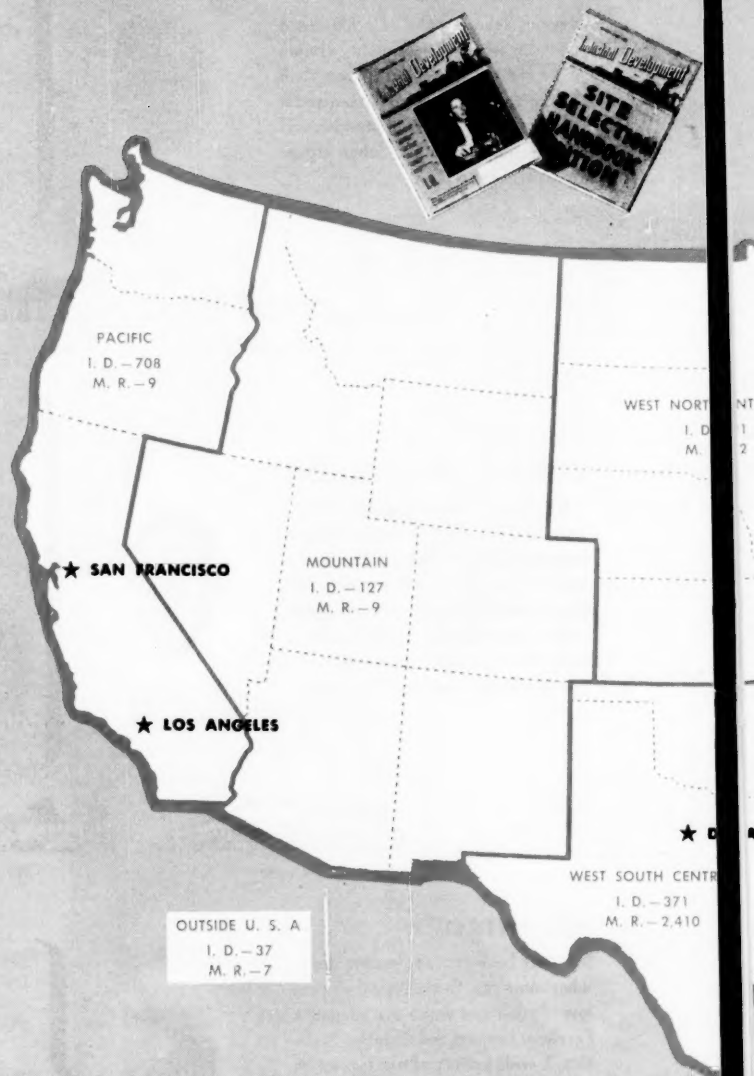
Beginning in 1956 Conway Publications is offering each fall an annual *Site Selection Handbook* published as a special edition of ID. The new publication provides site-seeking industrialists with a convenient international guide to industrial sites, buildings and location services.

Manufacturers Record — Established in 1882, the *Record* is literally the South's first business magazine. In fact, few business media anywhere can equal its 73 years of continuous publication. Having operated through three major wars and several serious depressions, the *Record* offers unmatched stability and continuity of interest. Some subscribers have received the *Record* for 40 years!

Only recently the *Record* was adopted as the official publication of the Southern Association of Science and Industry, the South's foremost regional development agency. Supported by the South's leading business firms, SASI serves as the official advisory group to the Southern Governors' Conference in the fields of science and industry. The proceedings of many important activities are carried exclusively by the *Record*.

Each spring, in one fact-filled volume, Conway Publications offers a comprehensive summary of industrial activity in the South. This is the annual *Blue Book-Directory* edition of the *Record*.

Issued to *Record* subscribers as a special 13th number, the new combined edition includes the *Blue Book of Southern Progress* published annually since 1909 and the *Southern Industrial Directory* first issued in 1952. The combined edition provides economic statistics for each southern state as well as an index of several thousand leading manufacturing plants.



Circulation Is Concentrated

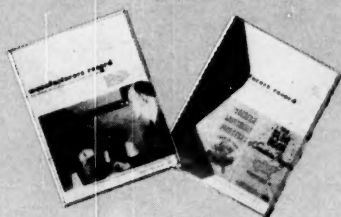
As indicated by the map above, Conway Publications reach expansion-minded executives throughout the nation. In combination, ID and the RECORD deliver nationwide audience of some 23,500 readers.

There is little overlap. ID circulation is concentrated in the East and Midwest, with substantial distribution on the Pacific Coast. The RECORD, on the other hand, is circulated primarily in the South and South west.

More than half of ID's circulation is found in seven

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BASED IN NINE STRATEGICALLY LOCATED OFFICES
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OFFICES AND REPRESENTATIVES

EAST—Eastern manager is Norris H. Evans, Upper Montclair, New Jersey, Telephones (New York) Plaza 5-1127 and (Montclair) Pilgrim 4-6951. Evans graduated from University School in Cleveland and attended Columbia University in New York. Subsequently he was associated with Crowell Publishing Company and later with Batten Barton Durstine and Osborne.

MIDDLE ATLANTIC—Conway Publications maintains an office at 109 Market Place, Baltimore, Telephone Lexington 9-7065. Harold L. Sorrell, production manager, is in charge. Washington correspondent and associate editor, Caldwell R. Walker, is located at 2415 E Street, N. W., Washington, D. C., Telephone District 7-3727.

Walker is a graduate of Center College in Kentucky. His varied industrial experience includes operation of a lumber mill, management of a coal mine and wholesaling industrial supplies. He has worked as a newspaper reporter in Illinois, South Dakota, Idaho, Missouri and New York.

Sorrell has been employed by MANUFACTURERS RECORD for the past 10 years. He was previously associated with Glenn L. Martin Company at Middle River, Maryland.

MIDWEST—Midwestern manager is Harley L. Ward, 360 N. Michigan Avenue, Chicago, Telephone Central 6-6269.

Ward is a graduate of the University of Indiana and has been in the advertising and publishing business in New York and Chicago for the past 25 years.

His staff includes Richard F. Cullum, Douglas H. Donoho, and A. B. Mills.

SOUTHWEST—Southwestern manager is Richard Holerman, 2831 El Capitan Drive, Dallas 28, Texas, Telephone Davis 7-3630.

Holerman was formerly advertising and public relations manager for the industrial division of Dravo Corporation in Pittsburgh. Previously, he held a similar position with Cooper-Bessemer Corporation.

PACIFIC COAST—Pacific Coast manager is Duncan A. Scott, Penthouse, Mills Building, San Francisco, Telephone Garfield 1-7950. Senior staff member in the San Francisco office is Cyril B. Jobson.

A branch office under Mr. Scott's direction is located at 2978 Wilshire Boulevard, Los Angeles, Telephone Dunkirk 8-4151. Staff members include Peter A. Schultz, Kenneth Jordan and Glenn McIntyre.

Scott is a graduate of the University of California. He founded the Duncan A. Scott Company in 1931 and developed it into one of the largest and most successful of its kind in the United States.

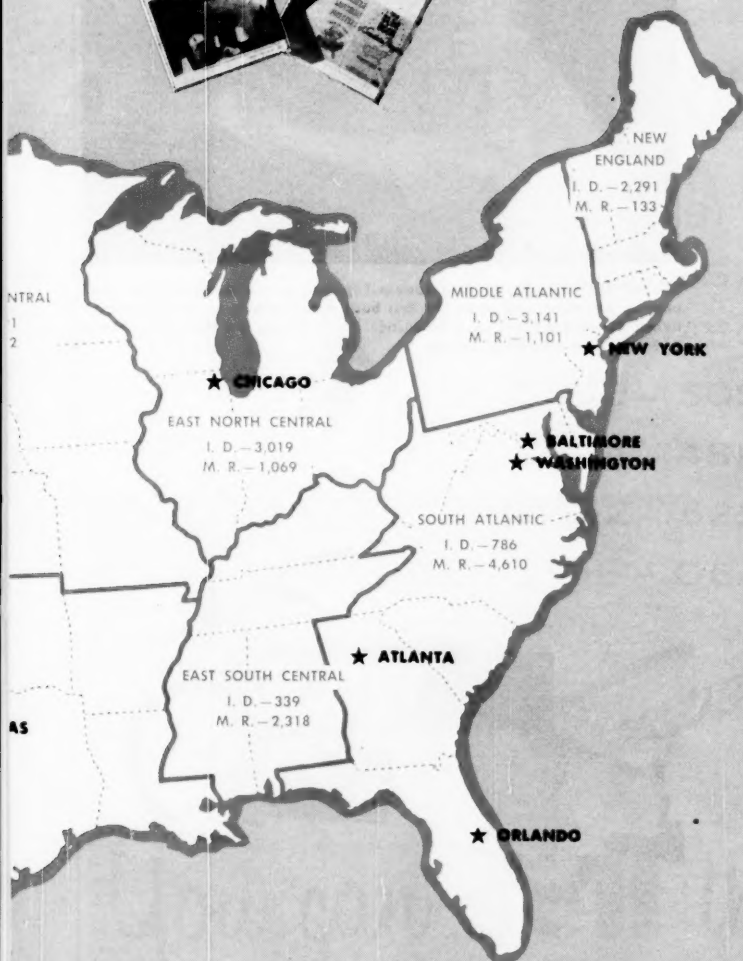
GULF SOUTH—Executive representative in the Florida-Gulf region is Charles Layng, 714 Oak Avenue, Orlando, Florida, Telephone 2-3244.

Layng was formerly managing editor of the RAILWAY REVIEW and later headed the Chicago office of RAILWAY AGE. During World War II he served as a consultant on transportation problems with a Justice Department Intelligence Group.

HEADQUARTERS—Company headquarters are located at the Conway Building, North Atlanta 19, Ga., Telephone Ch-4015. Located at this office is Editor and Publisher H. McKinley Conway, Jr., and his central staff. Conway is a well-known research and development engineer who has enjoyed a spectacular rise in the publishing field.

Advertising Director H. G. Hand, Jr., is also located in the Atlanta office. Hand was formerly eastern manager for GRADE TEACHER magazine in New York. He also served as branch manager for Capper-Harman-Slocum, Inc., publishers in Philadelphia.

Other personnel in Atlanta include Circulation Manager John T. Fulford, formerly of Topics Publishing Co., New York; editorial assistants Quentin Anderson and D. G. Coleman; advertising assistant H. Q. Harrington; research assistants H. C. Ley and D. M. Booker; and treasurer R. K. Conway.



ncer ated Where It Counts!

states—New York, Massachusetts, Illinois, Pennsylvania, Connecticut, Michigan, and New Jersey. Two cities—New York and Chicago—account for about as many copies as all the southern and mountain states combined.

The RECORD, however, offers the advertiser intensive coverage of the booming industrial South. More than 1000 copies go into mushrooming Texas industries. Thus, Conway Publications can be used individually or in combination to enable the advertiser to achieve maximum effectiveness at minimum cost.

NEW PRODUCTS



Elevator Service Company in Fort Worth has introduced this new oil-hydraulic freight and passenger elevator said to be so safe and easy to operate that even a child can use it. Demonstrating is 3-year-old Reed Greene.



This vertical mill made by Southeastern Engineering and Manufacturing Company in Atlanta is said to be the first basic metal-working machine tool ever turned out in the South on a production basis. Shown are developers James T. French and Harold K. Reaves.

"Made in the South"



Box-Mix Corporation of Norfolk has introduced mortar, cement and similar mixes in this handy new corrugated container. The do-it-yourselfer simply pours in water and the product is ready to stir and use.



This electric scooter for intra-plant transportation is made by Electromite, Inc., at Marianna, Florida. A built-in-charger plugs into any 110-volt socket.

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KONTES GLASS COMPANY
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RESEARCH



Checking a pilot plant run of 100 per cent bamboo paper are (left to right) plant superintendent Ralph B. Parker, assistant to the director William L. Belvin, and plant operator Walter Patterson.

HERTY LAB PROGRESS REPORT

By: William L. Belvin

SAVANNAH. Since its conception in 1932 the Herty Foundation has continued its research in an endeavor to find new or improved uses for wood, agricultural fibers and residual raw materials. Following the traditions of its founder, Dr. Charles H. Herty, the Foundation has made contributions to the development of wood and fiber utilization in the South.

Behind the Foundation's effort is the objective of rendering a service which will continue industrial development. Research is not considered complete until means are found to use the knowledge gained. Pilot plant studies obtain results upon which further research and development may be planned. The end product sought is the ultimate use of all fibrous raw materials in the area, especially trees.

The most difficult problems in complete utilization are the culled hardwoods and the waste from the widely scattered sawmill operations in the region. These offer a tremendous challenge. Each individual case offers and requires a somewhat different solution. At best only a gradual improvement can be expected. The answer will be gained only when the economic as well as the technical problems are solved. These will be accomplished by cooperation of all agencies concerned with forestry and forest products.

Necessary to economic use of culled woods and wood waste are cheaper methods of collection and bark removal. Simple methods of bark removal are being examined. Bark removal with efficient machinery is growing. It is practiced in the interest of more complete utilization of the tree. Resulting therefrom are great amounts of bark which become available and should find better use than that of fuel. Aside from the extraction of only a few percent of the bark substances to furnish tannin or wax, which still leaves the major portion of the bark as an unused residue, processes for complete chemical conversion of bark into useful materials are being explored at Herty.

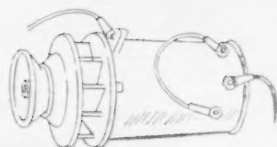
Studies Cover Wide Area

Recent studies at the Herty Foundation have been concerned with broad areas of investigation; utilization of culled hardwoods; selection of the most promising species of bamboo for papermaking; use of sugar cane bagasse; and a variety of specialized problems in refining, bleaching and papermaking.

For hardwood utilization work was initiated to manufacture newsprint from blends of hardwood, groundwood and southern pine. A good quality product was obtained. Success was also attained in using combinations of high yield pulping and refining the hardwoods. A

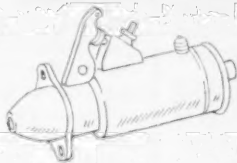
Newport Steel

KEEPS CARS ON THE ROAD



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Hot-Rolled Steel in Coil
Hot-Rolled Pickled Steel in Coil
Hot-Rolled Sheets
Hot-Rolled Pickled Sheets
Galvanized Sheets
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Electrical Sheets
Alloy Sheets and Plates
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Newport Steel is ideally situated on the Mississippi-Ohio River system and the great Cincinnati rail-truck hub. New barge facilities, 7 major railroads and 143 motor carriers enable Newport to give economical, dependable delivery to the entire area of the Middle West and South.



Newport Steel rolls products for countless end uses servicing sixty million vehicles on the nation's highways. Just as they contribute to the safety, speed and convenience of motor travel, so Newport products play a singular role in the manufacture of other essentials in modern living. Here is an organization old in experience, diligent in operations and conscientious in delivery to precise specification. Combined with modern equipment and convenient location in the heart of America's greatest industrial growth, these factors make Newport Steel an outstanding source for all the products listed here.

Newport Steel



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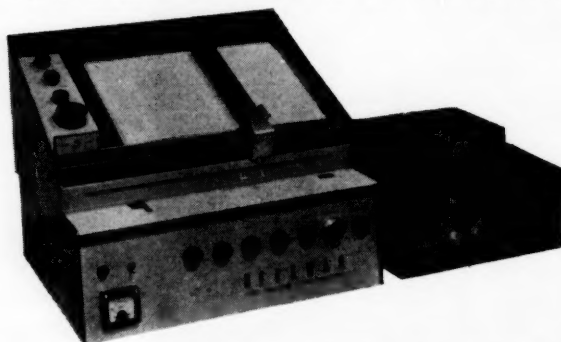
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at

Will CORPORATION

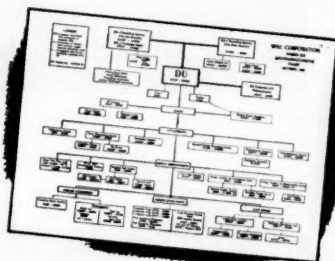
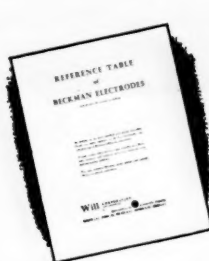


Whether it's the new Beckman DK-2 Automatic Ratio-Recording Spectrophotometer (shown above), an electrode, or the latest Beckman bulletin, you'll find they are all a part of the complete Beckman service offered by Will.

All five Will warehouses carry large stocks of Beckman instruments, accessories and replacement parts, assuring prompt delivery of your needs. Each warehouse is also staffed with Beckman-trained technicians and repair people who can assist you with installation, operation, maintenance and prompt repairs.

In addition to a complete library of Beckman literature which is available at no charge, Will's technical department has prepared a handy Reference Table of Beckman Electrodes with specifications and uses, and a Flow Chart of DU Spectrophotometer accessories to help you obtain the maximum results from this versatile instrument. A Reference Table of Absorption Cells and Cell Compartment Assemblies is now being printed. These also are available upon request.

Will brings you complete Beckman supply and maintenance service. Why settle for less?



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RESEARCH

variety of semichemical pulps were made from the lower quality of hardwoods.

The world demand for paper is so great that interest is manifest in finding raw material other than wood for paper-making. Among the promising materials are bamboo and bagasse. Currently a project is in progress to select the best species of bamboo for paper-making in this country. A large variety of papers of high quality have been prepared for the sponsor of this project.

Since much of the work at Herty is done cooperatively with industry very few of the details can be disclosed.

A notable example of the value of a research project at Herty was the construction of a mill in Louisiana to utilize information on bagasse gained at Herty. This mill has only recently completed an expansion program to dramatically increase its capacity.

From Sawmill To Pulp Plant

Another notable example is that of a mill in the region which started as a sawmill operation and has successfully grown into an integrated pulp and paper industry. This company wished to utilize their hardwoods and contracted to develop their process at the Herty Foundation. A new mill was constructed using the process developed at Herty for container board which went on stream late last year.

A number of clients have sought uses for their by-products. These include potential fibrous and agricultural wastes. Many useful papers, specialties and boards have been developed. A good example is white paper from the sawgrass of the Florida Everglades.

The Herty Foundation may enter into a contract whereby a client may have use of the pilot plant on a per diem basis or whereby Herty personnel will undertake to investigate specific problems peculiar to the sponsor's business. The contract may specify, at the client's request, that the information gained be confidential and that no information or results can be disclosed without the client's approval. All patentable results become the exclusive property of the client.

With a complete pulp and paper pilot plant available for cooperative use Herty stands ready to serve the industry. Also, for relatively small cost, new ideas can be tested on a semi-plant scale, in addition to the many other advantages to be derived from the services of the consulting laboratory.

RESEARCH

Georgia Tech Reports New Precise Timer

ATLANTA. Work done by men and machines can now be measured to within one-thousandth of a minute with a new instrument now being utilized for time study research in the Rich Laboratories of Industrial Engineering at the Georgia Institute of Technology, according to Prof. Frank F. Groseclose, school director.

The instrument, which is about the size of a table model television set and called a milli-minute timer, was designed and developed by faculty members of the School of Industrial Engineering in conjunction with J. N. Smith, engineer with Clary Corporation, manufacturers of business machines, automatic controls, and aircraft and guided-missile components.

With the greatly increased speed developed in textile machinery and other mass-production equipment, the ordinary stopwatch and other standard forms of measurement instruments have been found to be inadequate in industrial engineering research. Therefore, Professor Groseclose and his staff decided to develop this more advanced type of instrument.

Since it is portable, the timer can be used not only in the laboratory but also on the job in the industrial plant or business office. In addition to industrial engineering studies, the instrument can be adapted for psychological research, industrial scheduling, and personnel evaluation.

Infrared Institute Set At Fisk University

NASHVILLE. Fisk University here is sponsoring its Seventh Annual Infrared Spectroscopy Institute during the week of August 27-31, 1956. The Fisk Infrared Institutes serve to introduce chemists, biologists, physicists, and engineers to infrared spectroscopy and its use in industrial and academic research and in teaching.

This year the faculty, while not yet complete as of this date, includes Dr. Marie-Louise Josien, Faculte des Sciences, Bordeaux University (France), Dr. K. Keith Innes and Dr. Ernest Jones of Vanderbilt University, Dr. James R. Lawson of Tennessee A and I State University, and Dr. Nelson Fuson of Fisk University.

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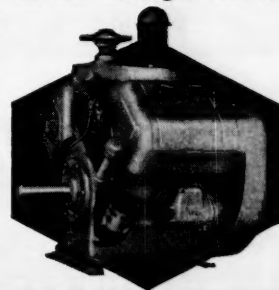
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Further information as well as application forms may be obtained by writing Nelson Fuson, Infrared Spectroscopy Institute, Fisk University, Nashville, Tennessee.

Georgia's Griffin Sets Up Fund For Nuclear Lab

ATLANTA. Governor Marvin Griffin of Georgia has announced that he is appropriating \$300,000 to Georgia Tech through the Board of Regents to inaugurate a program of education and research in nuclear science.

In addition, he stated that he will ask the 1957 Georgia Legislature to approve construction of an atomic reactor for Georgia Tech "big enough for industrial and commercial research uses." He said that he had been informed that such a reactor will cost "about \$3 million."

Tennessee Researchers Get Titanium Study Contract

KNOXVILLE. University of Tennessee metallurgists are beginning a \$38,000 project to gain a better understanding of the highly-prized metal titanium, much of which flows from southern and South African beaches through Tennessee and ultimately into modern aircraft.

A three-year contract for the research has been awarded to the metallurgy division of U-T's chemical engineering department by the U. S. Office of Naval Research.

Tennessee has one of only about four plants in the nation that process the raw titanium-bearing ore, he pointed out. It is the huge Cramet plant at Chattanooga which gets its ore from sand beaches, mostly in South Africa.

RESEARCH

Dr. E. E. Stansbury, head of U-T metallurgy work, said a research team under Dr. W. O. Harms will contribute to an understanding of why excessive hydrogen in titanium tends to make the metal brittle. Hydrogen is present both in the processing and fabrication of titanium.

NAMES IN THE NEWS

J. Ernest Miller—named vice president-sales for Goodrich-Gulf Chemicals. Formerly sales manager for Goodrich-Gulf, joined firm in April, 1955 after serving as defense contract coordinator for B. F. Goodrich Chemicals.

Wayne Kincaid—appointed manager Stauffer Chemical's North Little Rock plant.

Dr. E. Keith McMahon—named director of development for the Chemical, Paint and Metallurgical department of Merritt-Chapman & Scott.

Dr. Robert J. Anderson resigns top position with Metallurgy Dept., Southwest Research Institute, San Antonio, Texas, after five years. Now with Diamond Metal Co.

Albert Scharwachter—re-elected president, and **Richard J. Spitz** elected vice president of the Pulp Chemicals Association at its second annual meeting in New York.

W. Roberts Wood—elected president of Girdler Co., Louisville, Ky. He succeeds **George O. Boomer**, retiring operating head. Boomer continues as chairman, Executive Committee of National Cylinder Gas Co.



George Hubley has recently been named by Kentucky Governor Happy Chandler to resume the directorship of the Kentucky Agricultural and Development Board in Frankfort. **Joseph Taylor** continues with the Board as Executive Assistant.

Dr. Cyril L. Comar—appointed technical collaborator of the Southern Utilization Research Branch, Agricultural Research Service, USDA, New Orleans. Comar was former Chief, Biomedical Research, Medical Division, Oak Ridge Institute of Nuclear Studies.

Ted V. Fisher—elected Southern Regional Vice President of the National Sanitary Supply Association. Fisher is from Atlanta.

Henry Oetjen—elected president and chairman of the board of the Norfolk Southern Railway. He succeeds **J. Raymond Pritchard**. **Marshall C. Jeannette**, former assistant vice president, was elected vice president, operations.

R. U. Haslanger—elected vice president and general manager to the board of directors, Escambia Bay Chemicals.

W. R. Rhoads—appointed director of the Georgia nuclear aircraft test laboratories. Labs are to be operated for U. S. Air Force by Lockheed on a 16-square-mile tract near Dawsonville, Ga.

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More and more designers are including Hendrick Perforated Metal in the fabrication of new products. Typical of these is one company who manufactures the attractive room divider shown here using Hendrick Perforated Metal Square Link design. Another manufacturer installs an attractive Hendrick Ornamental Metal Grille on linen closet and locker doors.



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Blue Book Directory

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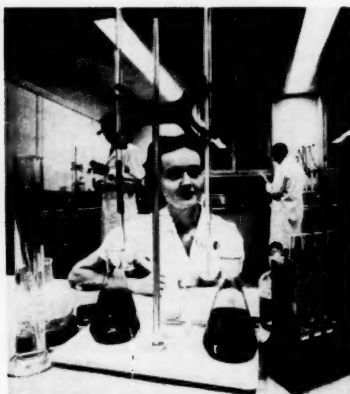
Chemstrand Chemical Corporation employees recently voted pert Miss Ruth Booker, "Miss Chemstrand." After winning the Chemstrand title, Miss Booker carried the company's banner into the Fiesta of Five Flags contest in Pensacola where she was named "Miss Fiesta."



Philip M. Travis (left) of Mock Welding and Machine Works and W. P. Cook, Jr., president of Eppinger and Russell shake hands on installation of new cross-tie incisor in Jacksonville. The new machine opens holes in the timber so that preservative can be forced more effectively into the wood.



Tourist eye-popper—this new motel in New Orleans makes outstanding use of wood trim as recommended by National Lumber Manufacturers' Association. Construction is being copied for schools and other buildings. Located 20 blocks from downtown New Orleans, the deVillie contains 142 rooms and suites, with spacious courtyards.



A well-equipped control laboratory is a part of H. W. Lay and Company's new potato chip plant in Atlanta. Here researcher Betty Hagan conducts a check on vegetable oil.



Man-made rubber production got underway recently at the former government-owned plant at Institute, West Virginia, as this 75-pound bale tumbled from the production line. Watching production get started are Fred C. Hands, right, plant manager, and Robert Dawson, production operator.



Herty medalist M. P. Etheredge checks a sample in his laboratory at Mississippi State College.

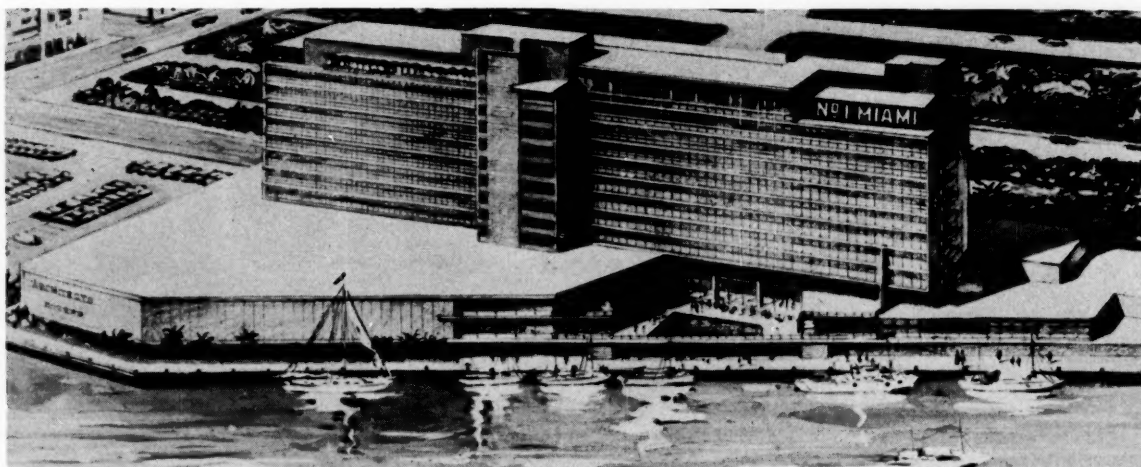
Mississippian Etheredge Wins Herty Medal

MILLEDGEVILLE, GA. The 1956 Herty Medal for outstanding contribution to chemistry in the South has been awarded to Dr. M. P. Etheredge. Etheredge is Dean of Science at Mississippi State College and also serves as State Chemist.

The Herty Medal is awarded annually by the Chemistry Club here at Georgia State College for Women in cooperation with the Georgia Section of the American Chemical Society. The medal commemorates the career of Dr. Charles H. Herty renowned southern chemist who was born here where GSCW now stands.

Etheredge was cited for his work in scientific, educational and industrial fields. A past president of the Southern Association of Science and Industry, Etheredge has been active in promoting the industrial progress of the region.

In his acceptance address Etheredge called upon the South to improve its facilities for technical education, particularly at the high school level. He deplored the fact that in training teachers emphasis is placed on teaching techniques rather than knowledge of the subject to be taught.



An impressive addition to Miami's skyline is this unit in the new DuPont Plaza Center. Features include yacht-docking facilities as well as an International Architects' Exhibit of building products. The \$10 million center is scheduled for completion in January.

Mathieson To Expand Alabama Chlorine Unit

BALTIMORE. A \$7.5 million expansion program to double electrolytic production of chlorine and caustic soda at the McIntosh, Alabama, plant of Olin Mathieson Chemical Corporation has been announced by John O. Logan, vice president and general manager, Industrial Chemicals Division.

The expansion will increase the plant's capacity to 250 tons of chlorine and 280 tons of caustic soda per day. Construction, which is already under way, is being handled by the Blaw-Knox Company, with completion scheduled for January, 1957.

The company also announced that it is building barge docking and loading facilities on the Tombigbee River adjacent to the McIntosh plant. These will

be in operation by late summer of this year and will permit shipments by water from the plant to river destinations, the Gulf of Mexico and beyond.

The McIntosh expansion will enable Olin Mathieson to keep pace with the growing industrial and municipal requirements for chlorine and caustic soda in the South, Mr. Logan said.

PROGRESS NOTES

► **MIAMI, FLA.** Moderate Furniture Corporation in Miami set July 1, as the date for transfer of production facilities to its new \$1.1 million factory in this area. Production volume will increase 30 percent within a year, predicts Martin Feiman, president of the company. The old factory at N.E. 39th Street and Second Avenue will be kept in operation, and will be used as a retail outlet for popular priced furniture.

► **NEW ORLEANS.** A majority of the Board of Directors of Fulton Bag and Cotton

Mills, Atlanta, accepted an offer by Shuford and Associates to purchase Fulton stock at \$20 per share. The offer has been submitted to all Fulton stockholders.

► **FORT WORTH.** Three Fort Worth Texans have just purchased Bellgrade Manufacturing Company of Winder, Georgia, 47-year-old work clothes firm. C. Donovan Williamson and his sons, Dick and J. Don, announced recently they had acquired all of Bellgrade's capital stock from Nunally & McCrea Company, Atlanta work clothes manufacturer, of which Bellgrade has been a subsidiary for approximately four years.

► **BIRMINGHAM.** The Whiting Corporation of Harvey, Illinois, announced in Birmingham that it has acquired controlling interest of the Streed Fabricating Company of Attalla, Alabama, and plans to double the capacity of the plant.

► **NATRIUM, WEST VIRGINIA.** One of the largest titanium tetrachloride plants in the United States has been placed in operation by Columbia-Southern Chemical Corporation at Natrium, West Virginia. According to E. T. Asplundh, president, the plant will have an annual production capacity of 35,000 tons.

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INDUSTRIAL PROGRESS

► **CHARLESTON, W. VA.** West Virginia's tourists spent a near record \$174.5 million throughout the Mountain State during the 1955 travel season according to Andrew V. Ruckman, Executive Director of the West Virginia Industrial and Publicity Commission.

► **HIGHTPOINT, N. C.** The New England Industries, Inc., New York City, plans to construct a wood coreboard plant here that will employ some 50 workers with an annual payroll of about \$200,000. The announcement said machinery and equipment, together with the industrial building the company plans to construct, will represent an initial expenditure of about \$500,000. Completion of the plant is set for late September.

► **ATLANTA.** Directors of Owens-Illinois Glass Company announced completion of plans for the largest glass manufacturing plant in the southeast on their present property in Atlanta. J. A. Runnels, southern regional sales manager, said an undisclosed amount for the building was appropriated at the annual meeting. Mr. Runnels said the new plant will employ 300-350 persons at the outset and eventually about 800 workers.

► **NEW ORLEANS.** American Cyanamid Company announced an important expansion of its Fortier Plant near New Orleans, La. The completion date of these new facilities will be in 1958. Additional expansions of the plant are in the evaluation stage.

► **JACKSONVILLE.** Samuel Kipnis, president of the National Container Corporation, announced that, for the purpose of expanding its mill operations here, the corporation has acquired about 100 acres of ground on the St. John's River adjoining its present Jacksonville Kraft pulp and board mill.

► **WASHINGTON.** The Public Health Service has placed contracts with three Southern laboratories for large-scale screening of chemical compounds in the search for drugs useful in treating cancer, Surgeon General Leonard A. Scheele announced recently. The laboratories, which will begin the work at once are: Microbiological Associates, Bethesda, Maryland; Southern Research Institute, Birmingham, Alabama; Hazleton Laboratories, Falls Church, Virginia.

► **POINT COMFORT, TEXAS.** Texas' position as the nation's number two producer of aluminum was strengthened recently when

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INDUSTRIAL PROGRESS

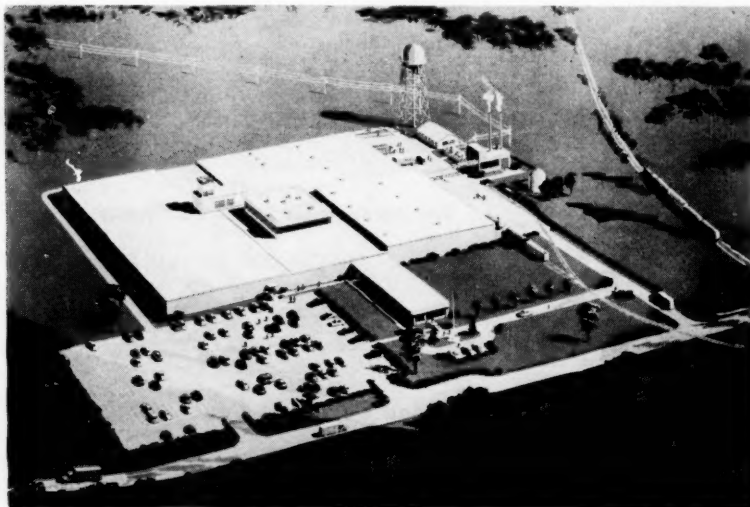
officials of the Aluminum Company of America announced plans to proceed immediately on construction of a \$45 million aluminum plant addition here.

► **DALLAS.** Nelson S. Van Deventer has recently announced the opening of the Dallas Brush Manufacturing Company. In order to offer faster and better service to the industry in the Southwest, Mr. Van Deventer, owner and operator of the firm, sold his interest in the Van Brush Manufacturing Company of Kansas City, Mo., and opened the new Dallas plant.

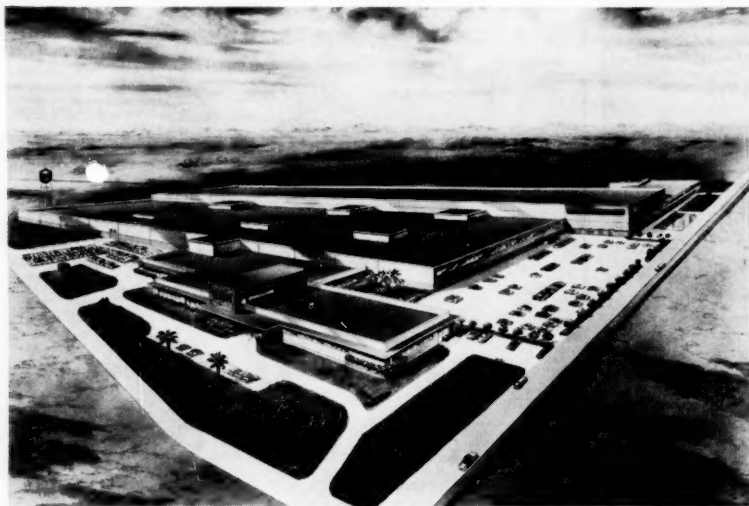
► **DALLAS.** Transfer of the production

and marketing of its growing line of recording instruments from Dallas to Houston has been announced by Texas Instruments President, J. E. Johnson. In the future, recorders will be manufactured by TI's instrumentation subsidiary, Houston Technical Laboratories.

► **ORMOND BEACH, FLA.** George J. Pandapas of Ormond Beach, Florida, owner of the Electro-Tec Corp. of South Hackensack, N. J., and the Instrument Corp. of America, located in Blacksburg, Va., has purchased land and will begin construction immediately of an electronics plant, at Ormond. The new plant will eventually employ some 500 people.



This 243,000 square foot plant is being completed at Landrum, South Carolina, by Lockwood Green Engineers for occupancy by Bigelow-Sanford Carpet Company. Manufacturing as well as office areas are air conditioned.



W. K. M. Manufacturing Company, one of the nation's leading valve manufacturers, has moved into this new multi-million dollar plant on the outskirts of Houston. The new windowless plant is said to be the largest unit in the valve industry under one roof.

► **ORANGE, TEXAS.** The Firestone Tire & Rubber Company will build a 75,000-ton capacity plant for the manufacture of styrene at its 1000-acre petrochemical manufacturing center near Orange, Texas. The plant will be in operation early in 1958.

► **NAHEOLA, ALA.** The Marathon Corporation, which is currently constructing a \$30 million paper mill at Naheola, Alabama, will put a second multi-million dollar plant in the same general area. Directors of the corporation voted to proceed immediately with their over-all plans for the development. The company would not say at this time what specific items would be manufactured in the second plant.

► **MOUNT IDA, ARK.** Indianapolis Glove Company, announced it will locate its second Arkansas plant for manufacture of work gloves, at Mount Ida in a 40,000-square foot building to be erected by the Mount Ida Industrial Foundation.

► **TALLAHASSEE.** Industrialist Howard Hughes announced that he plans to build a complete airplane manufacturing plant in Florida at a site to be determined later. Florida's Governor, LeRoy Collins said that the airplane manufacturing plant and its allied operations would constitute the biggest industrial development in the history of the state.

► **NASHVILLE.** Ford Motor Company's new glass plant to be completed here this fall will more than double the company's employment in glass-making operations.

► **RAVENSWOOD, WEST VIRGINIA.** Ravens-Metal Products, Incorporated, an aluminum fabricating concern, has announced that it will locate adjacent to the giant new Kaiser aluminum development in Ravenswood, according to the West Virginia Industrial and Publicity Commission.

► **NEW ORLEANS.** Pellerin Milnor Corporation began the construction of a new and larger manufacturing plant and office building here during April. Construction of the new plant will be completed in about seven months.

► **HOUSTON.** May, Incorporated, Houston aluminum extrusion firm, has completed an eight-months expansion program which has resulted in a total investment in excess of \$1 million.

► **OKLAHOMA CITY.** Construction of a new \$220,000 home for the Governair Corporation in the Oklahoma Industries district was announced recently by Harvey P. Everest, Oklahoma industries president. The building is expected to be started in the near future on a two acre plot, with completion set for early autumn.

► **CALVERT CITY, KEN.** The Pennsylvania Salt Manufacturing Company has announced expansion of chlor-caustic facilities at its Calvert City, Kentucky works as part of its \$55 million growth program.

► **JACKSONVILLE.** The Cameron & Barkley Company, leading southeastern distributor of industrial supplies and machine tools, has announced the opening of executive offices here. The ninety-one year old firm, with branches in Charleston, Savannah, Orlando, Tampa and Miami, has been headquartered in Charleston since 1865. President Rufus C. Barkley stated that the tremendous industrial growth in Florida has made Jacksonville the geographical center of the area served by Cambar.

► **NATCHEZ.** Johns-Mansville will enter the hardboard business, starting construction

immediately of a 54,300 square foot plant adjacent to its Natchez insulating board operations. Entrance of Johns-Mansville into the hardboard business is part of an expansion and improvement program on which the company expects to spend \$26 million in 1956.

► **ATLANTA.** The Crucible Steel Company of America announced that ground had been broken for offices and warehouse facilities in Atlanta. The structure will cost approximately \$400,000, and will have 20,000 square feet of warehouse space and 5,300 square feet for offices.

► **OKLAHOMA CITY.** Serious talk of including Oklahoma City in a large expansion plan programmed for the Katz Drug Company chain of Kansas City has been reported by Irish Masoner, manager for the Katz stores.

► **ANNAPOLIS.** A Baltimore paper box manufacturer has asked permission of the Anne Arundel County Board of Commissioners to move his business into the county and construct a \$500,000 facility which would employ some 200 workers.

► **BALTIMORE.** The Port of Baltimore Commission put the stamp of approval on the new National Can Company plant and warehouse slated for this city. Commission members accompanied by company officials took a final inspection tour of the \$3.2 million project built with public-loan funds from the city agency.

New Plant Summary

The following is a summary of major industrial plants reported to the **RECORD** during the month of April, 1956. This information has been checked with the Southern Association of Science and Industry and various state development agencies.

Number of employees is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).

ALABAMA

Anniston—General Plastics Products Corp., fiber glass boats. (B).
Carbon Hill—Carbon Hill Manufacturing Co., Inc., boys' trousers. (C).
Leeds—Mira-Flex Watch Band Corp. (I. D. Watch Case Co.), watch bands and watch cases. (C).

ARKANSAS

Arkansas—National Farmers Union, fertilizer, considering several locations for \$multi-million plant.
Pine Bluff—International Paper Co., John H. Himman, Pres., kraft board and newsprint. Construction to begin immediately. \$57 million.

GEORGIA

Adel—Adel Manufacturing Co., sport shirts.
Atlanta—Owens-Illinois Glass Co., plan glass plant. (D).
Covington—Southern States Spring Co., mechanical springs. (C).
Dawsonville—Lockheed Aircraft Corp., aircraft nuclear research. \$50-100 million. (D).

McDonough—McDonough Power Equipment Co., rotary lawn mowers. (C).
Savannah—Ruberoid Co., Stanley Woodward, President, felt roofing. Operation est. to begin early 1957. \$3 million.

KENTUCKY

Burnside—J. D. Poultry Processing Co., broilers. (B).
Livermore—Ken Novelty Co., novelty furniture.
South Shore—S. Obermayer Co., refractories. (C).
Stanton—Loma Mfg. Co., garments. (B).
Vanceburg—U. S. Shoe Corp., shoes. \$325,000. (D).

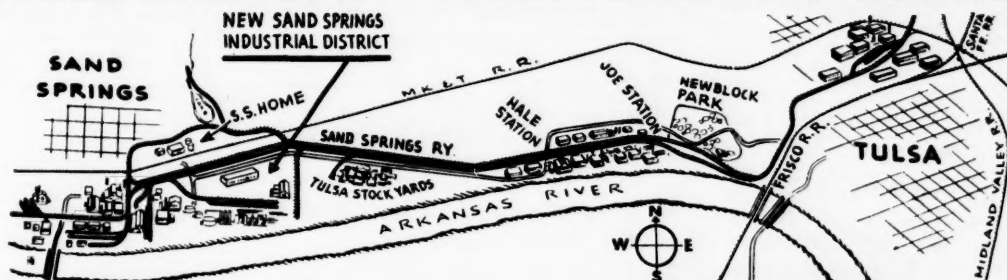
LOUISIANA

Baton Rouge—Marsh Steel Corp., steel and aluminum products. Construction to begin early 1956. \$185,000. (B).
Donaldsonville—Louisiana Humus Co., Inc., soil conditioner and plant food. \$600,000. (C).
Harahan—Hill-Behan Lumber Co., building and industrial lumber. \$150,000. (B).
Hodge—Southern Advance Bag & Paper Co. (Div. Robert Gair Co.), Kraft bags and wrapping paper. \$11.5 million. (D).
Lake Charles—Lake Charles Chemical Corp., coke and petroleum products. Completion est. September, 1957. \$6.2 million. (B).
Morgan City—Reagan Tool Co., Inc., plate and structural steel fabrication. \$250,000. (B).
New Orleans—Bethlehem Steel Co., Inner Harbor Navigation Canal, iron and steel, structural steel products, shipbuilding.
New Orleans—Stevens Band Paper Co., Inc., paper bags and boxes. (B).
Shreveport—Olin Mathieson Chemical Corp. (Forest Products Div.), hardwood flooring. (D).

MARYLAND

Baltimore—A. Miller Coats, Inc., 21-23 West Baltimore St., A. Miller, President, men's suits. In operation early 1956.

Nearly 100 Industries Selected Oklahoma's SAND SPRINGS—TULSA Industrial District!



WHO THEY ARE . . .

Commander Mills, Inc., South West Box Co., Kerr Glass Mfg. Corp., American Smelting and Refining Co., Southwest Porcelain Steel Corp., Pedrick Laboratories, Inc., Orbit Valve Co., National Tank Co., Frank Wheatley Pump and Valve Mfr., Lock Joint Pipe Co., General Paint Corp., American Steel and Wire Co., Bethlehem Steel Co., Lincoln Electric Co., Southwest Steel Corp., Standard Magnesium Corp., Standard Aluminum Co., Enardo Mfg. Co., Sheffield Steel Corp., The Boardman Co., Youngstown Steel Products Co., Mo-Vi, Inc., Boyles Galvanizing Co., Stanley Home Products Co., Santa Fe Engineering and Equipment Co., The Fibercast Corp., Graver Tank & Mfg. Co. and many others.

WHAT THEY MAKE . . .

Products manufactured and distributed in the national market (many of them exported) by the Sand Springs-Tulsa area companies include Textiles, Fruit Jars, Corrugated Boxes, Zinc Products, Steel, Electric Fixtures, Chemicals, Canned Foods, Janitor Supplies, Meat Products, Petroleum Products, Dog Food, Porcelain Enameled Steel, Paints and Varnishes, Building Materials and many others.

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INDUSTRIAL PROGRESS

MISSISSIPPI

Ackerman—Ackerman Mfg. Co., garments. (C).
 Corinth—Kellogg Switchboard Div., Int. Telephone & Telegraph, K500 telephone sets. Over \$1.2 million. (D).
 Hernando—Southern Guernsey Dairies, milk processing. \$80,000. (B).
 McComb—Rep Top Corp., penetrating oil. (B).
 Pascagoula—Mississippi Chemical Corp., C. W. Whittington, Pres., fertilizer. (C).

NORTH CAROLINA

Biltmore—Crest Furniture Co. (C).
 Cherryville—Cheri-Nit, Inc., apparel. (B).
 Fayetteville—Borden Co. (350 Madison Ave., N.Y. 17), Augustine R. Marusi, Vice Pres., formaldehyde, synthetic resin. Operation to begin late 1956. (B).
 High Point—Custom Hardware, Inc., 1706 King St., James F. Black, Vice Pres., furniture hardware. \$500,000. (C).
 High Point—New England Industries, Inc. (New York, N. Y.), wood coreboard. Construction began May, 1956 with operation scheduled to begin in September. \$500,000. (B).
 Lexington—Philpot Furniture Co. (C).
 Oxford—Oxford Furniture Co. (B).
 Statesville—Beauty Maid Mills, Inc., apparel. (D).
 Statesville—Langley Processing Co., textiles. (B).
 Statesville—Nemo, Inc., paper products. (B).
 Tryon—Southern Mercerizing Co., textiles. (B).
 Valdese—Alba Hosiery Mills, Inc. (C).
 Wilson—Carolina Paper Box Co., paper products. (B).

TENNESSEE

Cookeville—Deiman Manufacturing Co., Chuck Bachrach, President, automobile accessories. Operation est. to begin mid-1956.
 Hartselle—Box factory to begin operation July, 1956, James Cunningham, Plant Supt. (B).
 Humboldt—Humboldt Foods, Inc., frozen foods. (C).
 Jackson—Humboldt Foods, Extension Street, W. M. Carmichael, Jr., Mgr., frozen meat and fruit pies. (B).
 Memphis—Cargill, Inc., Presidents Island, soybean processing. Construction to begin immediately. (B).
 Obion—United Wood Heel Co. (St. Louis, Mo.), shoe heels. Operation est. to begin June, 1956. (B).
 Oneida—Boss Manufacturing Co., gloves. Training operations started. (C).
 Paris—Lasater Wood Fabricators, Inc., N. Market St., W. C. Lasater, Mgr., hardwood pallets, crate bases. (B).

TEXAS

Aransas Pass—Sunray-Mid-Continent (Allen, Okla.), gas products. In operation April, 1956. \$3 million.
 Austin—Greydan Mfg. Co., 217 Industrial Boulevard, R. W. Gregory, Pres., neon signs. In operation May, 1956. (B).
 Carrollton—U. M. & F., Inc., U. S. 77 & Crosby Rd. (N. Hollywood, Calif.), fabrica-



This new \$250,000 manufacturing plant and laboratory will be built in Charlotte by Stein Hall and Company. According to president Lawrence Gussman, the new facilities are designed to meet a growing demand for the company's textile and adhesive products in the South.

tion of electronic and aircraft assemblies. In operation May, 1956. (B).
 Dallas—Federal Pacific Electric Co. (Newark, N. J.), switchboards. In operation in March, 1956.
 Dallas—Loxgreen Co., Inc., Chancellor Row (P. O. Box 5133, Columbia, S. C.), aluminum screens and mouldings.
 Dallas—Southair Filter Fabricators, Inc., 2809 Canton, air filters.
 Denison—The Theakston Corp., Highway 75-A North, plywood boat shapes. In operation early 1956. (B).
 Greggton—Transfin Tube Corp. (Longview, Tex.), tubes for air conditioning, oil and gas industries.
 Houston—Masury Paints of Texas, Inc., 5 N. Milam (Baltimore), J. Barry York, Pres., paints, enamels.
 Houston—Tennessee Gas Transmission Co., Box 2511, gas separation. Completion est. July, 1956. \$2 million.
 Houston—W. K. M. Manufacturing Co., Inc., P. O. Box 2117. Completion est. May,

1956.
 Sulphur Springs—Clark Manufacturing Co. (804 Commerce St., Dallas), Ike Clark, Pres., dresses. In operation early 1956. (C).
 Waco—Metropolitan Bottling Co., Inc., La-Salle St. Completion est. Spring, 1956. \$700,000.

VIRGINIA

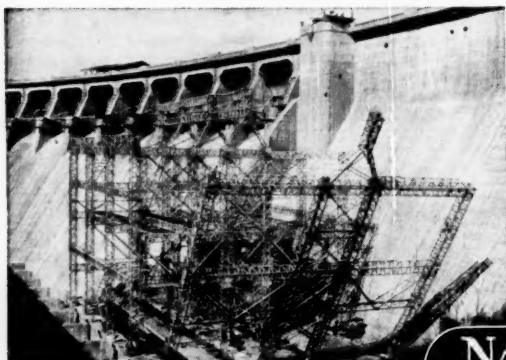
Charlottesville—Sperry Piedmont Co. (Sperry Rand Corp. Div.), electronic equipment.

WEST VIRGINIA

Huntington—Inland Products Company, tallow and fats. (C).
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 Ravenswood—Ravens-Metal Products, Inc., grid bars, water craft. (B).
 Wellsburg—Banner Fireboard Company, 22nd St., M. J. Davis, Pres., paper board. In operation early 1956.
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Arkansas Report Cites Technical Training Goals

By Quentin Anderson

LITTLE ROCK. Industrial development agencies are taking heed of the fact that in the near future there will be no place left for the unskilled laborer.

Gus Ottenheimer, President of the Associated Industries of Arkansas, has recently sent a letter to members explaining—or rather reemphasizing—this situation.

Ottenheimer urges members of the Associated Industries of Arkansas to sponsor and promote technical education to the limit since at the present time, Arkansas is not presently equipped to meet the challenging demands on its facilities for technical education.

Ottenheimer's letter states, "In all important respects, the man who has nothing but his physical power to sell has nothing to sell which is worth anyone's money to buy."

"The simple ability to pull switches, turn valves, or inspect for flaws, will soon be inadequate. Many of today's electricians will have to learn electronics. Pipefitters may have to learn hydraulics. . . . There may be almost no place left for the unskilled industrial worker."

Dr. Vincent R. Faulds has prepared for AIA a brochure titled, *Technical Training Needs of Selected Arkansas Industries*. Ottenheimer included this booklet with his letter and said, "May I suggest that his findings are well worth the consideration of every person interested in the future economic development of Arkansas."

The eight-page report is published by the Associated Industries of Arkansas Inc., 120 East Second Street, Little Rock, Arkansas.



A.I.A. head Ottenheimer.

A Survey of World Literature on Coffee, by Ernest E. Lockhart, Ph.D. and Fred B. Bloomhardt, M.A., The Coffee Brewing Institute, Inc., 551 Fifth Avenue, New York 17, N. Y., 23 pp.

Influence of Loblolly Pine Overwood on Advance Reproduction, by E. V. Brender and John C. Barber, Southeastern Forest Experiment Station, Asheville, N. C.

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Financial Aspects of Pruning Planted Slash Pine, by Frank A. Bennett, Southeastern Forest Experiment Station, Asheville, N. C.

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Golden Years on the Golden Coast, The story of the Intracoastal Canal Association of Louisiana and Texas, Intracoastal Canal Association of La. and Texas, 1028 Electric Building, Houston 2, Texas, 16 pp.

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North Carolina's Textile Industry and Reduced Japanese Tariffs, December, 1955, Editor, Mr. Paul Kelly, Chief, Research and Statistics Dept. of Conservation and Development, State of N. C., 36 pp.

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Plant Physiology, by Meirion Thomas with collaboration of S. L. Ranson and J. A. Richardson, Philosophical Library, Inc., 15 East 40th Street, New York 16, N. Y., 692 pp.

Fungus Enemies of Hickory, by W. A. Campbell and A. F. Verrall, Hickory Task Force Report, April, Southeastern Forest Experiment Station, Forest Service, U. S. Dept. of Agriculture, 8 pp.

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The Virginia Economic Review, Water, Coal, and Atoms, April, 1956, Div. of Planning and Economic Development, Va. Department of Conservation and Development, 301 State Finance Bldg., Richmond, Va., 7 pp.

A Chromatographic Study of Asphalt, by H. E. Schwyer, H. Chelton, and H. H. Brenner, Engineering Progress at the University of Florida, Fla. Engineering and Industrial Experiment Station, College of Engineering, Univ. of Fla., Gainesville, Fla., 30 pp.

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Industrial Advantages In Texas For Earthen-Tableware Production, by James R. Bradley and Bill R. Shelton, Texas Engineering Experiment Station, College Station, Texas, 12 pp.

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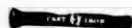


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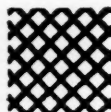
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Small Dixie Cities Plan Urban Redevelopment

WASHINGTON, D. C. The South is pioneering in a new phase of civic improvement.

Heretofore most of the improvements made in the appearance and convenience of cities have occurred in the larger metropolitan centers. It was in favor of these latter that the various laws—federal and state—were devised to encourage slum and blight removal; and, since the inception of these laws eight years ago, vast improvements have been made in the larger type cities.

It is only recently that smaller cities have taken the ball and begun the run for impressive scores, and it is learned from the office of H. W. Holzhauer, Information Officer for Urban Renewal Administration, that it is in small Southern cities that pioneering in urban renewal procedures is chiefly taking place. Some of these Southern communities that are undertaking face lifting operations have populations as low as 2,000 persons, indicating the extent to which this grass-roots evolution has taken hold in Dixie.

Needless to say, this is all in the right direction. Chief liability in the South's income account has long been the under-industrialization of smaller communities. Unrecognized generally, but nonetheless true is the fact that Southern metropolitan areas have never suffered much, if any, in comparison of their incomes with those of other sections.

Civic improvement in the smaller urban centers is certain to be a powerful attraction to new and expanding industry, and should go far toward lessening the income handicap hitherto suffered by these communities.

Particularly vigorous programs are currently in progress in Alabama,

Arkansas, Georgia, Kentucky, Maryland, Missouri, Tennessee, Virginia and West Virginia, according to URM records. These programs are all part of the Federal-State cooperative effort made possible by provisions of the Housing Acts of 1949 and 1954.

This does not mean that equally impressive progress may not be taking place in the other seven Southern states. It does mean, however, that as yet these other states have not passed laws that enable them to participate in the Federal-State partnership. Nearly all of the 16 states have laws designed to eliminate slums and blight, but some are still convinced that they will be able to achieve the desired ends without Federal Aid. Others have passed laws that have been found to be defective in one phase or another and will have to be amended before eligibility can be achieved.

Whether taking place under a national, state or strictly local program, the effects of civic improvement are certain to be a mighty tool in Southern industrialization and economic development.

► Southern congressmen are hailing the newly passed \$50 Billion Highway bill as a sturdy bulwark to Southern employment and income.

Over a 13-year period the legislation will produce highway construction in the South amounting to \$16 billion.

Under the terms of the legislation the States will contract for the work, becoming eligible thereby for Federal contribution. The Federal Government's quota ultimately will amount to \$37 billion.

A significant part of the program consists of a proposed 40,000 mile interstate highway system. For this expressway network the Federal Government will put up \$25 billion, the States \$2 billion.

In the 13-year span, 1957-69, South-

ern states will be eligible as follows (in millions) for Federal Expressway Aid: Alabama, \$420.6; Arkansas, \$239.0; Florida, \$554.3; Kentucky, \$553.9; Louisiana, \$550.8; Maryland, \$480.9; Mississippi, \$287.8; Missouri, \$680.8; North Carolina, \$300.2; Oklahoma, \$431.7; South Carolina, \$216.7; Tennessee, \$436.9; Texas, \$1,024.7; Virginia, \$637.9; West Virginia, \$292.3; South (16 states and including D. C.), \$8,060.6; United States, \$26,375.0.

In addition, traditionally provided Federal funds of over \$9 billion will also be allottable over the 13 year period for general highway construction such as that which has been taking place since the last war.

(Ed. note—This bill has passed to lower House and is expected to pass the Senate intact, but has yet to be cleared by the latter body.)

► Southern business, as well as that of the entire United States continues to make its cheerfulness evident in the musical chimes of cash registers throughout the Nation.

While activity of some sectors has tended to level off during the past month, enough indicators are ahead of last year to inject inflationary jitters into the mental finance of the Federal Reserve Board. This reaction has resulted in a new boost in interest rates.

Other evidence of business prosperity is to be seen in a new record of \$103 billion net working capital of U. S. corporations.

This record, applying as of the end of 1955, is accompanied by another and correlative business achievement. During 1955, corporations invested \$24.2 billion in new plant and equipment, with 75 per cent being financed out of retained earnings and depreciation.

► George W. West, chairman of the board, First Federal Savings and Loan Co., Atlanta, told Congress that additional public housing unnecessary because of the "tremendous surge" of private home ownership since 1940.

West, spokesman for the Chamber of Commerce of the United States, told the House Banking and Currency Committee that close to 14 million families have become home owners during that period. The number of non-farm homes now owned is more than twice that of 1940.

"This growth in home ownership comes as no surprise," West said, "when we consider that about 1.2 million families annually join the ranks of those with yearly incomes of more than \$5,000."

June, 1956

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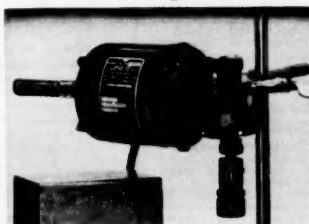


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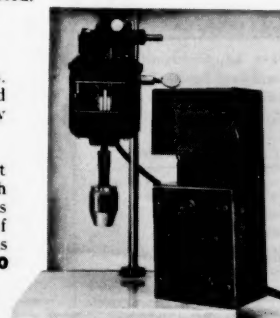
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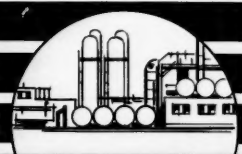
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Tobacco Road? — To the Northerners whose acquaintance with the South stems entirely from the stage, T. A. Williams, who lives near Huntsville, Alabama, would come as a distinct shock. Williams began as a sharecropper on an Alabama farm just ten years ago. He bought the farm in 1951 and, through astute agronomics, has managed to equip it with complete mechanization. Despite three severe droughts, the decline in farm prices and—unless watched—the spiraling increase in farm costs, Williams has built a fine new modern house and barn, has acquired a herd of thirty beef cattle and a number of brood sows and the outstanding water and soil conservation program he has installed at his farm brings professional agriculturalists to visit and admire from all over the country.

What They Say About Dixie — The Louisville & Nashville R. R. magazine has officially come out with the following explanation of how the Southland got its honored nickname. They say that it came from the ten-dollar bills issued by the Citizens Bank of Louisiana at New Orleans, way back when. Since New Orleans was largely French speaking, these bills carried the notation "Dix" as well as "Ten" and gradually New Orleans became known as "Dixie", which appellation was later applied to the whole Southland.

Turtle Trouble—Lake Okeechobee is second in size only to the Great Lakes, but the other day, the city of Okeechobee, Florida, on its banks, couldn't get a drop of the two billion-odd gallons of water it contains. While the pumps were temporarily stopped to install new pipe, a whole tribe of nosy loggerhead turtles crawled into the water system intake and, when the pumps were turned on, they were sucked into the town's water system, plugging the pipes like so many giant corks. It took a couple of days to dislodge them. For new recipes as to turtle soup, apply to Okeechobee housewives.

Two Xs—A Southerner who wasn't too careful of his dress and who was addicted to taking a small chaw now and then, was being waited on by a pompous little bureaucrat in a Washington office. When the latter had found the desired forms, he slammed them in front of the Southerner and remarked: "You're supposed to sign them, but I don't suppose you can write, so put down a cross mark." Gravely, the Southerner put down two cross marks. "What does that first X stand for?" "That stands for J. Monroe Culpepper, suh." "Well, then, why did you put down a second X? What does it stand for?" "That, suh," replied the Southerner imperturbably, "stands for Ph. D."

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